Photo by Raycroft, Toronto

annual auctions for crippled children started in 1943 by raising $1,500, collected $3,500 in 1944, and hit the jack-pot Christmas with $6,000. Pictured at left is the Calgary station's sale in full swing, with CJCJ manager, Alderman Don at the mike. At right, Maestro Howard Cable of "Jolly Miller Time" and "Canadian Cavalcade" has been bringing e ice-cream pretty regularly of late and here he is feeding a hunk of it to Nairn, his No. 3 child, who graduated from being the youngest on the arrival of Greg last month.

ANADIAN BROADCASTER

TWICE A MONTH

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RUMAN SIGNS ANTI-PETRILLO BILL

Music Czar Will Likely Appeal To Supreme Court

.S. Senate, by a vote of passed the Lea Bill to curb vities of James Caesar resident of the American n of Musicians. Presi- uman has just signed the which was regarded as a conclusion due to the fact te and House votes were helmingly high that both uld have easily over-ridden

the Bill becomes law, will carry the fight to the Court informed sources onfident of solid backing er labor groups, he is ex- fire the first shot by vio- provisions of the Bill at est possible opportunity, to "VARIETY".

efore President Truman's had been placed on the rillo had let loose a blast against the major od film producers. He ding a work week of ten ncluding rehearsal time, led salaries, for musicians in film work.

has also suggested that stations now relying on music and network pro- ould be required to em- musicians.

CAB BOARD PLANS QUEBEC MEETING

The annual meeting of the Bureau of Broadcast Measurement will be held at Quebec City on Monday afternoon, May 27, in conjunction with the convention of the Canadian Association of Broadcasters. This arrangement was approved by the board of directors of the CAB during its meeting in Toronto April 1-3.

Other plans for the CAB Convention were approved at the meeting. Napier Moore, editorial director of MacLean Hunter Publications, has agreed to address the annual banquet on May 28. Entertainment will be provided by Mart Kenney's orchestra, with talent from the Quebec stations CKCV and CHRC. A golf tournament is also to be featured during the convention.

The CAB board appointed Arthur Evans to represent the Association on the Canadian Radio Technical Planning Board Administrative and Publicity Committee, replacing Glen Bannerman. Harry Sedgwick was appointed as CAB representative on the Administrative Committee of the Canadian Statistical Research Committee, with Arthur Evans going to the Statistical Committee of the same body.

Five stations were accepted into membership of the CAB: CHAT, Medicine Hat, Alberta; CHGB, Ste. Anne de la Pocatiere, Quebec; CKSB, St. Boniface, Manitoba; CJOB, Winnipeg and CJAV, Port Alberni, B.C.

Appointment of J. E. Campeau, managing director of CKLW, Windsor, to the board of directors of BMI Canada, was approved.

BROADCASTERS AID CANCER FUND

Radio stations, both government and private, as well as advertising agencies and their clients, have been generous in their assistance in the promotion of the current Canadian Cancer Society Campaign, according to Nancy and Spence Caldwell, who have undertaken organization of publicity across the country.

Upwards of thirty stations replied to a request to give their support to this work with spots, quiz programs, dramatic features, talks, and many station executives have helped further by serving on their local committees.

The CBC carried the message over their networks in over twenty outstanding programs, and space does not permit mention of the large number of sponsors and their agencies who have lent support too.

Highspot of all promotion during the campaign so far was Andrew Allan's production of Lister Sinclair's specially written play, *"The Case Against Cancer,"* aired over Trans-Canada during the first week of the campaign. Another play, written by Allan King, will be fed to the Dominion Network during the closing week.

The startling information that one person in every six over forty will die of cancer, that deaths from the disease are occurring in Canada at the rate of over thirty-three a day, has startled the whole nation into action.

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rooses Voice of UN

Th Voice of UN," an indepen- , worldwide broadcasting em was proposed early this th by David Sarnoff, president C.

neway to "increase the effect- es of the United Nations and inc the cause of world peace," ai "is to provide a worldwide em of mass communication that reh all peoples of the world ly nd simultaneously."

eral Sarnoff's plan calls first ll r establishment of the basic cie of "Freedom to Listen" a people everywhere. The dcsting system which he ad- te would be owned and oper- the United Nations. It de e used for broadcasting the lic proceedings of the UN as- s and meetings, for dissem- in its news to all parts of the l and spreading knowledge derstanding among listeners y ere. Broadcasts would be n all the principal languages th world. "The Voice of , however, would not exclude er broadcasters or represent- s of the press from covering th irs and activities.

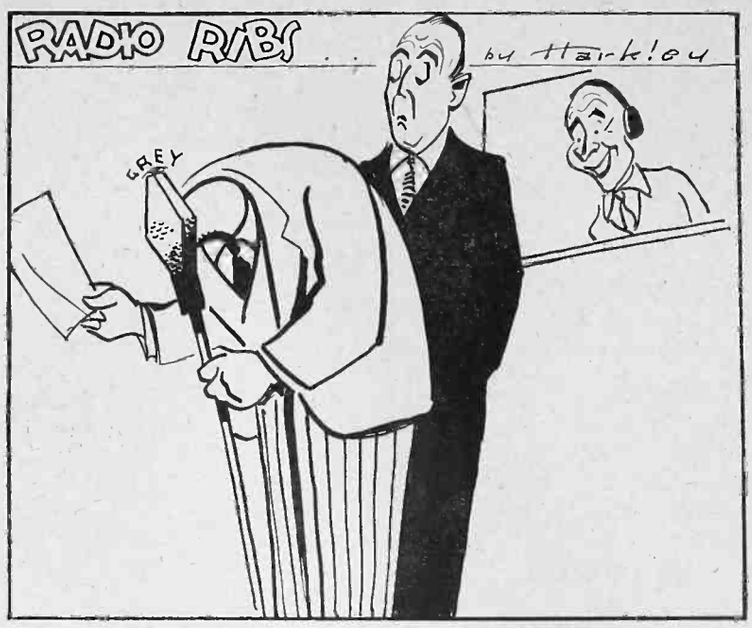
principal problems in- e in adopting and executing n are both technical and po- said Sarnoff. "The tech- roblems can be solved. The l problems require for their the consent of the mem- tions of the UN and their will to make the plan work."

va Nixes CHAB Sale

. C. D. Howe has issued ment to the effect that trans- the license of station CHAB, Jaw to the Saskatchewan ial government has been re- As yet, the minister has de- to state reasons for the re-

otations were concluded ime ago between Carson Bu- , of CHAB, and the Saskat- n government for the sale of tion (CB Jan. 12), and the has been held up pending 's decision.

s understood that Carson an will continue operation station as heretofore.



"Not quite so near the microphone, Senator"

CJAV On The Air

Station CJAV, Port Alberni, B.C., went on the air early this month. Operating on 1240 kilocycles with a power of 250 watts, the new station will concentrate on providing local and community service to the people in this rich lumber country of Upper Vancouver Island. Owner-manager Harold Warren announced the following staff appointments to CJAV:

Chief announcer and program director, Frank Eckersley, formerly with CKWX Vancouver and CFAC Calgary; engineer and traffic director, Harold Lunn, who left CJOR Vancouver to take up his new post; commercial manager and news chief, R. O. L'Ami, fresh from four years with RCAF Public Relations; receptionist and stenographer, Florence McKay.

CJAV is represented nationally by Radio Representatives Ltd.

FM Talk For RMA

Major Edwin H. Armstrong, pioneer in the development of FM, will be the speaker at the seventeenth annual meeting of the Radio Manufacturers' Association of Canada, to be held in the Chateau Frontenac, Quebec City, on May 31, following the convention of the Canadian Association of Broadcasters.

Joins All-Canada

Eve Silvester joins All-Canada Program Division as head of the Publicity Department.

Eve's from Midland where she worked with the FREE PRESS HERALD. Hired by Spence Caldwell to write publicity for CJBC and the Dominion Network shortly after they opened. She joined All Canada early in April, and is located at 73 Adelaide Street W., Toronto, where the ACRF Program Library is now situated.

She Likes 'em Tall

This story comes from CJAD Montreal. Maurice Bedard, emcee of the *"Musical Clock"* program, told a gag about Barnum's famous midget Tom Thumb, who stood just two feet tall in his stocking feet. A reporter who wanted an interview knocked at the midget's hotel door. The door opened and a strapping figure fully six feet four appeared. "Where's Tom Thumb?", asked the reporter. "I'm Tom Thumb!" answered the giant. "That's impossible. Tom Thumb is a midget." "Yes", came the reply, "but this is my day off."

A day or two later, a letter turned up at CJAD. Translated from the French, it read:

"I listen to the *"Musical Clock"* every morning. Sometimes your comments are very amusing, but from time to time I do not understand all. Maybe it's because I find the English language a little difficult. For example, I do not know why Tom Thumb had a day off. And how could he grow in so short a time? Did he eat something? My father tells me he does not know of any method in which a short man becomes a tall man. This interests me greatly because my fiancé is very short and me, I like tall men. He also likes tall women. Could you tell me how this is done?"

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We believe in supporting Canadian radio talent whenever budget will allow. At present, we sponsor six shows which are produced entirely by Canadian writers, producers, musicians and actors. In addition, we pipe in an American live show, use recorded spots and live spots. In order to keep alert to consumer and dealer reaction to our shows, we use every tool of audience and sales measurement we can obtain—including BBM reports, Elliott Haynes rating and sponsor identification reports — free offers for listeners — contests — and finally consumer and dealer surveys by our own research department.

Each individual programme, each station and network is under constant study.

This "Guest Spot" contributed by

C. P. Vint

President
Colgate-Palmolive-Peet
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CJBR	Rimouski	CKLW	Windsor	CKLN	Nelson
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CKSF	Cornwall	*Represented by us in Montreal only.		CJOR	Vancouver
CHOV	Pembroke			ZBM	Bermuda

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RADIO GETS YOUR MESSAGE HOME

SCHOOL RADIOS FOR JAP RE-EDUCATION

At the request of Brig. Gen. Kenneth R. Dyke, in charge of the civilian information and education section at General MacArthur's headquarters in Tokyo, the work of supplying model educational scripts and production aids has been in preparation for some months between Dr. Franklin Dunham, Chief of Radio, U.S. Office of Education, and Maj. Graf. Boepple, Q.M.Q., assistant in charge of school broadcasting.

On Tuesday morning, February 19, actual broadcasting began in the schools of Tokyo under the supervision of the civilian information and education section.

In order to facilitate the delivery of model scripts, the services of Lieut. Col. Edwin M. Miner, formerly Supt. of Schools at Wellesley, Mass., were utilized to carry scripts and other materials via Army Transport Service across the Pacific direct to destination.

Among the sets of scripts were the following: Americans All-Immigrants All, Democracy in Action, Let Freedom Ring, Freedom On the March, The World Is Yours, Destination Tomorrow, Let's Play Fair, and Rivers of America.

The latter named series, now currently being broadcast over the FM Station WBEZ (Chicago Public Schools), was selected to be used as a model in the preparation of similar programs dealing with Japanese river headwaters, towns, and growth of population, following the course of rivers from mountains to the sea.

Burton Crane, in the NEW YORK TIMES article released from Tokyo on Washington's Birthday, describes the results in these words:

"Japan's school children today held their first open discussion of current events under Allied Headquarter's plans to suplant the banned courses in history, education and morals with radio programs and open forums. Today labor unions and inflation held the spotlight.

"Pupils listened on Tuesday to a current events program broadcast on a national hookup reaching the 30 per cent of the schools that are equipped with receiving sets. The proportion of pupils was somewhat larger since the bigger schools are generally equipped.

"On Wednesday the teachers were briefed on how to conduct discussion periods. This morning a twenty-minute discussion from the radio 'classroom', with children's voices, merged into a forty-minute period in each schoolroom.

"The current events broadcast on Tuesday set the tone for today's discussions, notably about the labor union question. It had told in some detail of plans for labor unions in Japan.

"This morning, accompanied by Capt. John M. Pickering of the radio division at headquarters, and Junnosuke Ofusa, a New Y Times interpreter, this corresp dent visited Takanawadai natio primary school on the south border of Tokyo to discover w reactions were evident to this k of teaching among Tokyo's scho children.

"The principal, Ichiro Ina met us, presenting some cha showing that 72 per cent of children had radios in their ho and 25 per cent normally liste to the news in their homes. T he led us over to the school, w is a handsome three-story conc building in functional architect still wearing its blue and white time camouflage. It has its o swimming pool and screen p ground space on the roof.

"We entered the sixth gr boys' classroom just in time to h the stirring strains of "Sibon end and the discussion program gin. The radio program was arra ed like a classroom, with teachers' and children's vo readily distinguishable.

"The sixth grade boys sch room is like schoolrooms eve where, with crayon art tacked and small desks facing the ra Unlike American schoolrooms year, however, it is cold as a re of the coal shortage. Under teacher, the discussion follo closely the lines of the radio s and might have been an extens of it, with the same high, pip voices."

Further results are being c fully analyzed and no doubt w form some part of the report to made by the committee of educat from the United States who making a month's study of Japan schools.

No Broadcast from Commo

The British House of Commo is not in favor of having its p ceedings broadcast, says an art by a British M.P. quoted by Na Hodges in the VICTORIA (B.C DAILY TIMES.

In spite of "interest in t Labor government being at white heat, with crowds throng the lobbies, and gallery seats be booked days in advance', Pri Minister Attlee was definitely c to the suggestion that the Ho be "wired for sound". Attlee called how the House in 1942 jected Churchill's proposal t the BBC be allowed to install cording equipment with which transcribe his own war reports later broadcasts.

Whether M.P.'s resent any tempt at intrusion into the "p vacy" of their exclusive Commo chamber, or whether they are s sitive to the possibility that th respectable snores might be carri into the homes of millions listening Britons, it appears likely that the proceedings of t House will be broadcast for so time to come.

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CANADIAN BROADCASTER
TWICE A MONTH

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Line Forms On The Left

e thing the economic exigencies of war are responsible for is a se o-operation across the counter in all lines of business. Time l sw that a greater understanding of the other's problems between ye and seller, occasioned by the emergency, has become a habit— ha which makes business relationships both firmer and more tu y advantageous.

t was probably this line of reasoning which lead to the expansion B Wright's Broadcast Sales Club of Toronto, into the farther- ch g Radio Executives' Club, with membership open to broadcasters co se and also to Agency Radio Executives, Radio Station Repre- ta es. Recorders, Advertisers, and anyone in allied fields.

D ing the past year, meetings have been few, but two of them at- ce an attendance of over 400, and, considering that the club has a pa id up membership of only fifty, this reflects considerable credit to sident Harry "Red" Foster and his executive, for it proves that po ossible can be attained—that it is possible to bring all segments th industry, besides the agencies and their clients, into close associa- n least for a meal, a bit of entertainment and a talk or other func- n.

W h an era of competition returning, this kind of intermingling ec s increasingly important, and it seems extremely desirable that ch ojects as this club and other clubs in other cities institute mem- rs drives, and back them with functions which will attract new m rs, and which are for the good of the industry and for the good i dients.

D ing the past year, emphasis with the Toronto organization has en n functions which might be described as social. Undoubtedly re lt of this policy has been that turn-outs have been larger. There h wever those in the business who, while thoroughly enjoying taking n ty-minute siesta from their desks for a social gathering during ce ours, would be still more interested if discussions, lectures and mo trations of importance to the business of broadcasting could be lu d in the curriculum.

D initely there are two schools of thought on this subject, but does no hove everyone to put in his two-bits-worth, in order that the ib activities may include items of interest to everyone, rather than su g a there-it-is-so-take-it-or-leave-it policy, which seems to be the du operandi, at least in Toronto.

O y through a wide membership and an active and eloquent mem- rsh can any executive operate to bring pleasure or satisfaction to the ea t number. Without this kind of support the club's officers can ly ope in the dark, hoping the absentees won't be too numerous, d is leads inevitably into meetings being held irregularly, with ns ent apathy among the membership, and a valuable public rela- ns edium is lost to the industry.

I the interests of better broadcasting, clubs like the Radio Execu- es Club of Toronto can fill a useful purpose, and the process is no eans an unpleasant one. To do this though they need the active opp of every radio man and woman from top management to office y.

Richard G. Lewis.

Editor

DANGEROUS CURVE AHEAD

Reprinted from Canadian Business

In Canada there are signs of intense business activity. Even essential consumer demands cannot be satisfied. Production schedules have been revised upward all along the line. Prospects are for maximum output for many months. A boom is on its way.

There are, of course, overtones which are slightly discordant. There is more than a hint of inflation in the stock market and in real estate prices. There are not yet concerted efforts to reduce costs in order to broaden distribution. It's a seller's market. There's a market for almost anything that can be produced. Yet, despite its less satisfactory aspects, the present situation does promise a period of prosperity and high employment which, if intelligently directed, could invigorate the entire country for many years. Nevertheless there are obstacles and dangers ahead.

At the annual meeting of the Bank of Canada, Graham F. Towers issued a timely and pertinent warning. He warned that "the backlog of demand will not be large in relation to productive capacity when industry has been fully reconverted and inventories built up to normal levels." When demobilization is over, government spending will fall, and foreign lending to finance the purchase of Canadian goods cannot remain at the present level. "The prevailing optimism of the North American continent," continued Mr. Towers, "is dangerous if it directs attention from the problems which have to be faced."

Among our more immediate problems is the balancing of the Government's budget. At the same time there must be further relief and greater equity in taxation of enterprise. Quoting the Bank of Canada's governor again: "If mutually satisfactory agreements can be reached (between the Dominion and the provinces) which will adapt present taxation arrangements to postwar conditions, it will be possible for tax rates to be set in such a way as to encourage business expansion and promote high and stable employment." The corollary to this statement is that present rates have the opposite effect.

During the present fiscal year Ottawa will spend about $5 billion. Revenues will be about half this amount. So far there has been little sign of retrenchment. Expenditures in the domestic field have increased and further increases are pending. Balanced budgets are a long way off.

In Ottawa the theory of compensatory budgets received impressive attention. Under this theory budget deficits are allowable in times of depression on the assumption that surpluses will be built up in prosperous times. We are now on the fringe of an era of prosperity. If deficits are to be heavy due to lack of control over expenditures we shall enter the phase of reduced business activity in a weakened state.

The United States, despite its increased ordinary expenditures, hopes to reduce its deficit to $3.6 billion dollars during the coming fiscal year. This is about equal to the actual annual deficits during the years 1935-40. Unless Ottawa can bring its spending under better control, there is little prospect that taxation can be adapted to meet the challenge of sustained prosperity.

Canada's capacity to produce has expanded spectacularly since 1939. At the moment our capacity to consume may appear insatiable but unless industry and business can reduce costs through increased efficiency we shall be face to face with acute deflation and general contraction within a very few years. If wage rates continue to rise without a corresponding increase in productivity, purchasing power, including savings, will be drained away. High and restrictive taxes will have a similar effect of not only retarding expansion but of actually reducing production. The key to the maintenance of a high level of production is, of course, lower costs and lower selling prices. There is no other road to sustained prosperity. At the moment the trend is in the other direction. The danger is disguised and complacency is widespread.

Export credits, loans and guarantees are now bolstering export trade and intensifying the activity of business in this country. The combined effect of deferred demands, immense purchasing power in the hands of consumers, and maximum exports, must be regarded as an abnormal condition. We cannot expect such a favorable combination of factors to continue indefinitely.

In the years ahead we shall have to contend with more austere problems. We may have to accept our responsibilities as a minor world power, and support our more lofty concepts with something more tangible than resolutions.

We shall have to accept a materially higher volume of imports. We must bring our manufacturing costs down to levels comparable with costs in our primary industries. We must seek a higher level of income and a better standard of living through increased productivity rather than through careless spending and financial legerdemain. We must take our stand without clutching the hand of Mother Britain or Uncle Sam. We'll be on our own more than ever before. Unless we face this situation realistically, the impending spree will produce a terrible headache.

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COMEDY	36.5	Nazaire & Barnabé	Lifebuoy Soap
	35.4	Ralliement du Rire	Sweet Caporal
VARIETY	36.8	Tourbillon de la Gaieté	Buckleys Cough Remedies
	31.2	Le Cafe Concert	Kraft Cheese
NEWS	22.9	Nouvelles Chez Nous	Molson's Brewery
NEWS COMMENTARY	23.1	Choses du Temps	Furniture
NOVELTY	36.4	Living Room Amateurs	Furniture
	31.8	Theatre Improvisé	Grad Cigarettes
QUIZ	32.2	Course au Trésor	Wrigleys Chewing Gum
SPORTS	19.6	Sports Forum	Buckingham Cigarettes

CKAC La Presse, Montreal
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United States—Adam J. Young, Jr., Inc.

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BACK TO THE HOME CORRAL

A[ ] a tour from Vancouver to
ro[ ], with a winter stop-over at
RB Toronto, the Alberta Ranch
ys, who double as an old time
l[ ]odern band, under the man-
m[ ]t of Lou Gonzy, have re-
ne[ ]home to Lethbridge, where
y[ ]l spend the summer playing
ir[ ]tive province.

[ ]es have been sown for a re-
[ ]n wit, probably in the fall, and,
in[ ]broken the eastern ice, Lou
s [ ] and the boys cannot wait
th[ ]frost is on the punkin and
y[ ]n get back to their new-
n[ ]friends.

D[ ]g the tour, the Alberta
ch[ ]oys appeared on every radio
io[ ]n route, and made nearly
y[ ]pearances in theatres, rodeos and dance spots. In Toronto they entertained the boys at Christie Street and other hospitals, and under Citizens' Committee for Troops in Training auspices, appeared at several camps and stations where they were royally received.

Bad luck struck from two quarters. First there was the impossibility to house the boys and their families, and finally there was Lou's nervous breakdown, resulting in two months in hospital. But the cowboy impresario says, with a grin, that this is all history now, and that they'll be saddling up come harvest time and riding back to dish out to eastern listeners the western music they have received so enthusiastically.

RADIO WORLD AWARDS

[ ]te - Palmolive's "Happy
ng[ ]walked off with double hon-
[ ] the RADIO WORLD poll
ic[ ]losed last week.

[ ]Pearl, master of ceremonies
th[ ]Gang's 5-a-week noon-time
li[ ]won the Gold Medal award
[ ] most popular Canadian
ic[ ]ctor. Hugh Bartlett, who
o[ ]es the "Happy Gang"
ad[ ]ts, won the Radio World
ph[ ] for the most popular an-
in[ ]

[ ]anel winners in the French
ra[ ]n field, in the poll conduct-
by[ ]e sister publication RADIO
ND are:

[ ]ert L'Herbier who won the "Medaille D'Or" for acting, and Alain Gravel who topped the poll for the "Trophée Radiomonde," awarded to the leading French-Canadian announcer.

Here are the final standings of both contests:

Gold Medal: Bert Pearl, 2766 votes; Austin Willis, 2743; Russ Titus 2022.

Radio World Trophy: Hugh Bartlett, 2620 votes; Joe Crysdale, 2589; Lorne Greene, 2342.

Médaille D'Or: Robert L'Herbier, 1946 votes; Pierre Dagenias, 1871; René Verne, 1583.

Trophée Radiomonde: Alain Gravel, 2129; Bruno Cyr, 1663; René Lecavalier, 1532.

Chummers Get Their Man

CHUM, Toronto which bills itself as "The Friendly Station" means anything but friendship to one of the city's evil doers who is at present enjoying the hospitality of the Police Department as a result of the action of two CHUM men.

On the afternoon of April 8th. Ken McLaren and Walter Muzylo, two members of the stations sales staff were returning to the studios and noticed a man dodging through the crowds on the street in a manner usually described in the best "Meller-Drammers" as furtive. At the same time two detectives passing in a cruiser recognized the man as being on the wanted list and started in pursuit.

When he saw the law closing in on him the victim took to his heels and made for a nearby alley. He reckoned without McLaren and Muzylo, however. These two huskies sized up the situation at a glance and hopped into the alley after him. After a short chase they closed in and by using an assortment of wrestling holds had the bad guy subdued by the time the police arrived.

The prisoner, Irving Rantz, is wanted on five charges of breaking and entering and the two CHUM men nonchalantly regard their experience as merely good training for the pursuit of new clients.

SHOW BUSINESS by Geo. A. Taggart

World Premiere

WE ARE proud to announce the signing of an exclusive Canadian management contract with FRANCES JAMES, SOPRANO, who appears in the leading role of the world premiere of the Healey Willan opera, "Deirdre of the Sorrows", to be heard over CBC National Network this Saturday at 2.00 p.m.

"DEIRDRE of the Sorrows" is the first full-length Canadian opera and was commissioned by the CBC for this occasion.

ITS PREMIERE promises to highlight a career that has seen FRANCES JAMES in concert recital in Boston, Washington, Detroit and major Canadian cities from coast to coast; and as soprano soloist with the Toronto Symphony Orchestra, Ottawa Choral Union, Montreal Little Symphony and Toronto Mendelssohn Choir.

WE WISH the new opera, and all those associated with its premiere, every success, and we predict even greater radio and concert successes for Frances James, both in Canada and the United States, for the 1946-47 season.

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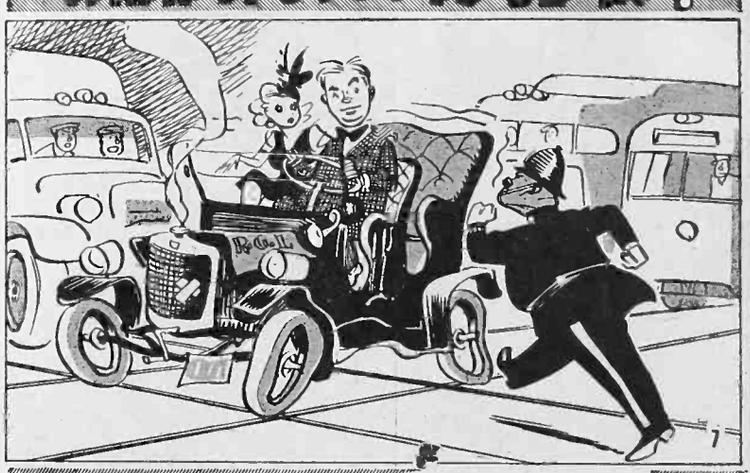

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THERE are never any traffic—or other—difficulties in our Community Hour, 12 to 1.30, Monday thru Saturday, as any sponsor will quickly find out who places his own spot in this Participating Program. We reach both urban and rural listeners in this "Community Hour"—which includes World News as well as Local and Town Happenings, and Market Reports.

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REPORT FROM EUROPE

For Women
About Women
By
Ace British United Press
Feature Writer

ANN HAGEN

●

Report from Europe now appears regularly in the two popular B.U.P. radio wire features . . .

"IN THE WOMAN'S WORLD"

"WOMEN IN THE NEWS"

●

Ask your local radio station about B.U.P. radio-wire features

BRITISH UNITED PRESS
231 St. James St.
MONTREAL

OUR SHORT WAVE IS ROLLIN

Reprinted from the Australian Army Journal "Salt"

Radio Australia is riding the short waves to some purpose. Its voice, strong and telling, is penetrating the far corners of the earth emphasizing the not always recognized fact that as a nation we are now of age.

Not all Australians realize that what we think, say and do interests others intensely. Our national life is a point of news interest to other peoples, next-door neighbors or not. Canberra is in a class with Chungking and Delhi when it comes to the Pacific: in this area we have "arrived" as a major power. That's why Radio Australia has a vast audience ever on the increase. We've got a voice -- one well worth cultivating.

Our short wave radio service began back in 1939. Then, when only a 10-kilowatt transmitter was available someone contemptuously slated our broadcasts as "penny-whistles in the Pacific". But even then the troops in Palestine and the Middle East who listened eagerly to "home" knew that the jibe was unjust.

Since then, Radio Australia has followed the boys around from battleground to battleground, giving them news, entertainment and, sometimes, a chance to talk to the folks. Until the last man turns his face south to the mainland, Radio Australia will continue to broadcast to the troops.

Charming West Australian actress, Mary Ward, is one Radio Australia voice particularly well-known to fighting men. She was Australia's reply to the smutty-tongued lady from Nippon—Tokyo Rose. Mary Ward's admirers are not confined to soldiers—they extend to the Royal Navy and U.S. Navy in the Pacific as well. And that, after all, takes some doing.

In the beginning, the Australian short-wave transmission was admittedly weak in point of distance. Today with three transmitters strong as any on earth, Radio Australia works a wireless pitch which literally extends from pole to pole.

During the war years, Radio Australia performed exacting functions. The first was to tell the truth about the war. The second was to let the world know that Australia was really "over there", that she was girding herself for all-out effort.

After Japan's entry, our short-wave broadcasts became still more important, although there was no sure way of knowing it at the time. War over, we know now that our radio tilts at Jap morale struck home in the place where it hurt most—the uppermost reaches of the Jap High Command.

The Nazis early recognized the quality of the Australian short-wave. Even that microphone master, Dr. Goebbels, was careful to answer Radio Australia because he recognized a direct, incisive note which carried conviction.

He wasn't the only one to pay unusual attention to our short-wave blasts. One considered American opinion given wide publicity throughout the USA was: "Australian news commentators are the saltiest in the world, and even more pungent than the Germans when they really go to town." Which was, in its way, saying a mouthful.

But it was the Nip who really had his ear to the loud-speaker when Radio Australia was on the air. We broadcast (and still do) in Japanese, Chinese, Malay, Dutch, Thai, French and English. Throughout the Pacific War. Radio Australia hit and hit again. Ultimately, it took the lead in the psychological warfare of the air in this area.

In the early days of unbroken Jap success, it wasn't so easy to remain imperturbable. Yet the word, calm and reassuring got through to the stubborn heroes of the anti-Japanese Army of Malaya, mostly Chinese guerrillas, and the bands of unbeatable Filipinos who harried the Japs so unmercifully.

The Filipinos, although inclined by sentiment to tune in to San Francisco for their news, prefer in fact, to listen to Radio Austra which they praised for its relia ity.

The Japs, from Tokyo and po south, carefully monitored shortwave broadcasts. They fo it the best way to keeping up w the true trend of the war. Evide of this was given by an Australi journalist POW at Ambon, was forced to take the broad down for his Nip captors. He our radio talk made the Japa furious.

Proof positive of Japanese hos ity to Radio Australia and its fective voice came from the J themselves with horrific blus they threatened the lives of lead radio commentators. They g Paul McGuire and Geoffrey Saw pride of place to two Australians The others on that notable list w William Winter of San Francis Wickham Steed of London, Allington Kennant of New De

Critics ask. Is Radio Austra heard? It's heard, all right. Th sands of letters from the ear odd spots testify to that.

Significantly, Radio Australia many fans in Northern Euro particularly Sweden — a ne country where short-wave listen was entirely free. They tell why they listen — because R Australia has an accurate news vey, because they're curious ab the country its peoples and its w To many of them it is a prospec home.

Typical of their comment these words written from Belgi "Now that the war is over and can write freely again throug the world, I take this opportu to thank your information ser which helped a lot to overco the German propaganda, especi that which concerned the war."

Malta, key base of the Bri Mediterranean Fleet, listens to dio Australia. Apparently, inte in Australia is so great that

(Continued on next page)

CHNS BULLETIN BOARD

C H N S
HALIFAX, NOVA SCOTIA
1926 — 100 WATTS
20 YEARS OF PROGRESS
SOON 5000 WATTS
ALL-CANADA MAN
MONTREAL TORONTO
REPRESENTATIVE
960 ON YOUR RADIO

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(Continued from previous page)

en dislike missing the broadcasts. ecause this is unavoidable at times, e editor of the *Malta Bulletin* s sked permission to use items om transmissions in his paper. e wrote to say that he did this ter being bombarded with re- est These sailors are looking Australia for a future: Radio ustralia tells them about the ice.

A British listener, recording the ec in the Australian broad- sts in his country, observes that some of the data regarding requirements to qualify for im- gration could be obtained by broadcast here then I think I my- self would have a move."

Further proof that the world k an ear to Australia were ecently, it lies in the two world op pulled off by Radio Austra The first was General Mac- hur's speech on his arrival in Australia. The other came on VP y, when the Australian attitude the Emperor Hirohito was made antly clear. Without Radio Australia, that opinion which so ic girdled the globe might ve lost its thought-provoking

In the past, Australia was actual- y away as a spot news locale the world press. All that is d by short-wave transmis- n.

Potentially, the world is Radio Australia's audience. In peace as well the radio is easily the best d quickest medium to catch the ear. There are no barriers— n language. Australian lin- assisted by a few overseas gathered together during ar, have overcome this prob-

In the NEI, our most popular neighbour, many Indonesians ow the Australian call sign in and Dutch. Despite the Jap ila e, they learned to listen to ho ful voice. The respect that se people have for us was part- due to Radio Australia.

Wi wireless vistas for our ort ave radio may be already n. Radio Australia is the perfect di to make this country bet- kn wn to millions of would-be m nts seeking new lands of po nity. Radio, with its in-

MAIL PULL

This is what happened when Mother Parker's "Musical Mysteries" offered five pairs of nylons to program listeners. 15,000 replies were received. Willard King, Emcee of the show which is fed from CHML Saturday nights to an Ontario network, is shown wading through some of the letters, while Ruth Prince, receptionist, waits to help him figure out the winners.

timacy, helps to reduce the fear of distance which hitherto prevented people from seeking a home with us. Properly handled, mobile units could reveal the Australian way of life to millions, who, despite our war story, have a lingering feeling that we are still in the skin and boomerang era.

When it comes to advertisement of the goods we can and will produce, Radio Australia will be a big tradebooster. What the commercial stations do for the local market can be done by Radio Australia for the world market.

Culturally, too, short wave can do much to put us on the map. From now on, the accent will be on entertainment, although news will still high-light the programmes. Here is a chance for Australian musicianship to prove its creative quality. Our entertainment programmes should be peculiarly Australian in content, suited of course, to a huge diversity of listeners. Australian thinkers, too, through the medium of Radio Australia should have an opportunity to influence world thought and opinion.

Children the world over find distance fascinating. They will thrill at the chance to listen to programmes from a far-off land. They would comprise our most eager audience if we only provide some of the kind of fare that the child mind enjoys. To Europe, to America, Australia is the frontier land. We have the stuff that makes great radio copy for kids—if we only use it.

Technically there is nothing to stop Radio Australia telling its story anywhere. Our short wave comes through as strongly in a London drawing room as 2FC does in Bondi flat. Radio Australia must do something about the kids.

Every nation has taken to the short-waves. It's a conforting thought that we have also—so far, with very good results.

Counter Time Changes With Dubs

The American Broadcasting Company has come up with a plan to overcome the annual turmoil which accompanies the change-over to daylight saving time.

Basis of the scheme is the use of wholesale recordings of its network programs, through which listeners to ABC will be able to hear them at the times to which they are accustomed regardless of whether their localities have adopted daylight saving time or not.

This will be achieved in the following way:

Programs originating in the eastern time zone will be recorded in Chicago, Denver and Hollywood for playback one hour later in the respective time zones.

Programs originating in Chicago and other central time zone points will be aired live in the eastern time zone, and recorded for presentation an hour later in their respective time zones by stations in Central, Mountain and Pacific points.

Pacific zone originations will be staged an hour earlier in the studios, piped live to the Eastern time zone, and recorded for use in the Central, Mountain and Pacific zones one hour later.

In this way the only stations whose broadcast times will be changed are those in the Eastern time zone which adhere to Standard time.

Vancouver's CKWX

First IN CANADA'S THIRD MARKET

1000 WATTS going to 5000

Mutual Network

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ALL CANADA STATION

GOING TO 5000 WATTS

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CKY WINNIPEG 15000 WATTS

More Power! Greater Popularity! Better Programs!

CKY WINNIPEG 15000 WATTS TRANS CANADA NETWORK

CKY WINNIPEG 15000 WATTS

DOMINION NETWORK 1000 WATTS CKX BRANDON

EXCLUSIVE SALES REP.: HORACE N. STOVIN TORONTO WINNIPEG MONTREAL

6

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TRADE WINDS

The commercial department at CJAD, Montreal, reports that Lewis Ltd. of New York has taken a 15-minute portion of "Make Believe Ballroom" to advertise the "Kelpie Process". Beginning April 15 Peoples Credit Jeweller has contracted for two daily 5-minute newscasts. Frank Starr's nightly sportscast is now being sponsored by Pal Blades.

* * *

Bill Byles at Spitzer & Mills Toronto office tells us that Quaker Oats has extended its current spot series for Aunt Jemima Pancake Flour until June 17 over 17 stations between CHNS, Halifax and CFCN, Calgary. Same sponsor is also holding over the "Lone Ranger" (Quix) until May 17 heard three a week over CFRB, Toronto.

* * *

Harry E. Foster Agencies report that Supertest's fall radio plans include the 15-minute transcribed "Frank Parker Show" (All-Canada) to start week of Sept. 9 over 13 Ontario stations between CKNX Wingham and CKCO, Ottawa for 39 weeks. Same campaign takes the "Kenny Baker Show" to CFCF and CKAC Montreal same date. Supertest is also renewing its flash announcement series for one year as of June 29 over the 15 aforementioned stations. Same agency is starting transcribed spots late in April for Maltby Bros. (Tarnoff) over CKNX Wingham; CHUM Toronto and CFCY Charlottetown.

* * *

A. J. Denne tells us that client Norman S. Wright has started a 3-month test spot campaign for "Fertabs" over CKWX, Vancouver and CJCB, Sydney.

* * *

Frontenac Broadcasting report that Eddie Black (Radios and Appliances) started "House of Dreams" over CFRB, Toronto for 39 weeks.

* * *

A. J. Freeman, department store, has contracted for 104 quarter hours of "Calling All Girls (All-Canada) to be heard over CKCO, Ottawa.

Youth Swings High

Recreation and rhythm are accented in a new Saturday morning CBC sustainer, going coast-to-coast over the Trans-Canada network each week until the end of July. *"Swing High"* will provide teenagers across the Dominion with a summer dance-club time.

Broadcasts originate in the Eaton Auditorium in Toronto, where there is room for 1000 dance members. Music is provided by Ellis McLintock and his orchestra, with vocals by Carl Trevors and Judy Richards. The sessions are produced by Kay Stevenson, with Gordon Keeble as emcee.

You're RIGHT, it's WRONG

Gordon Cook and Jack Dawson, CFRB staff announcers, who double in quiz five afternoons a week on the Toronto station with "Telo Test (Quarters), in which listeners are quizzed by telephone

Bensons Click

An all-Canadian team well known to listeners across the Dominion, snagged the leading roles in a coast-to-coast broadcast in the United States over the CBS network, April 13th.

Grace Matthews and husband Court Benson appeared on the program *"American Portrait,"* playing the parts of Mr. and Mrs. Roger Williams—the founder of the State of Rhode Island, and his wife.

Court Benson also took the leading role in an NBC network show, *"Playhouse of Favorites"* on April 17, in which he portrayed Robin Hood.

Grace was a 1944 Beaver Award winner, and led the casts of many Canadian shows, including *"Soldier's Wife," "John and Judy," "Doctor Susan"* and *"Curtain Time."* Court was a lieutenant in the Canadian Army, and served in the Italian campaign before returning to Canada to emcee the all-star Canadian Victory Loan series. Before the war he did the Imperial Oil Hockey Broadcasts, and appeared on several dramatic programs.

Long Distance Fire Alarm

First a little smoke, then the inevitable flame, and a fire was raging in the Park House Hotel, Goderich. Across the street Mrs. "X"—she wouldn't give her name—was listening to CKNX, located 30 miles away in Wingham, completely unaware of the inferno which was blazing a few yards from where she was sitting. Suddenly the program was interrupted by the voice of CKNX newscaster Hugh Gage broke in to tell of the Park House Hotel fire.

Mrs. "X" proceeded to become duly alarmed for her own home but, though the hotel was completely gutted, no further damage was done.

After it was all over the relieved lady wrote to the station complimenting them on the quick action of the CKNX news correspondent in Goderich, who was able to phone in the news to Hugh Gage at the station, enabling him to get the bulletin on the air before she, from across the street, knew what was afoot.

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Over $3,000 per farm
(Canadian Advertising)
Reaches the HEART of this MARKET
CKCK · REGINA · 620 Kc · 1000w
AN ALL-CANADA STATION

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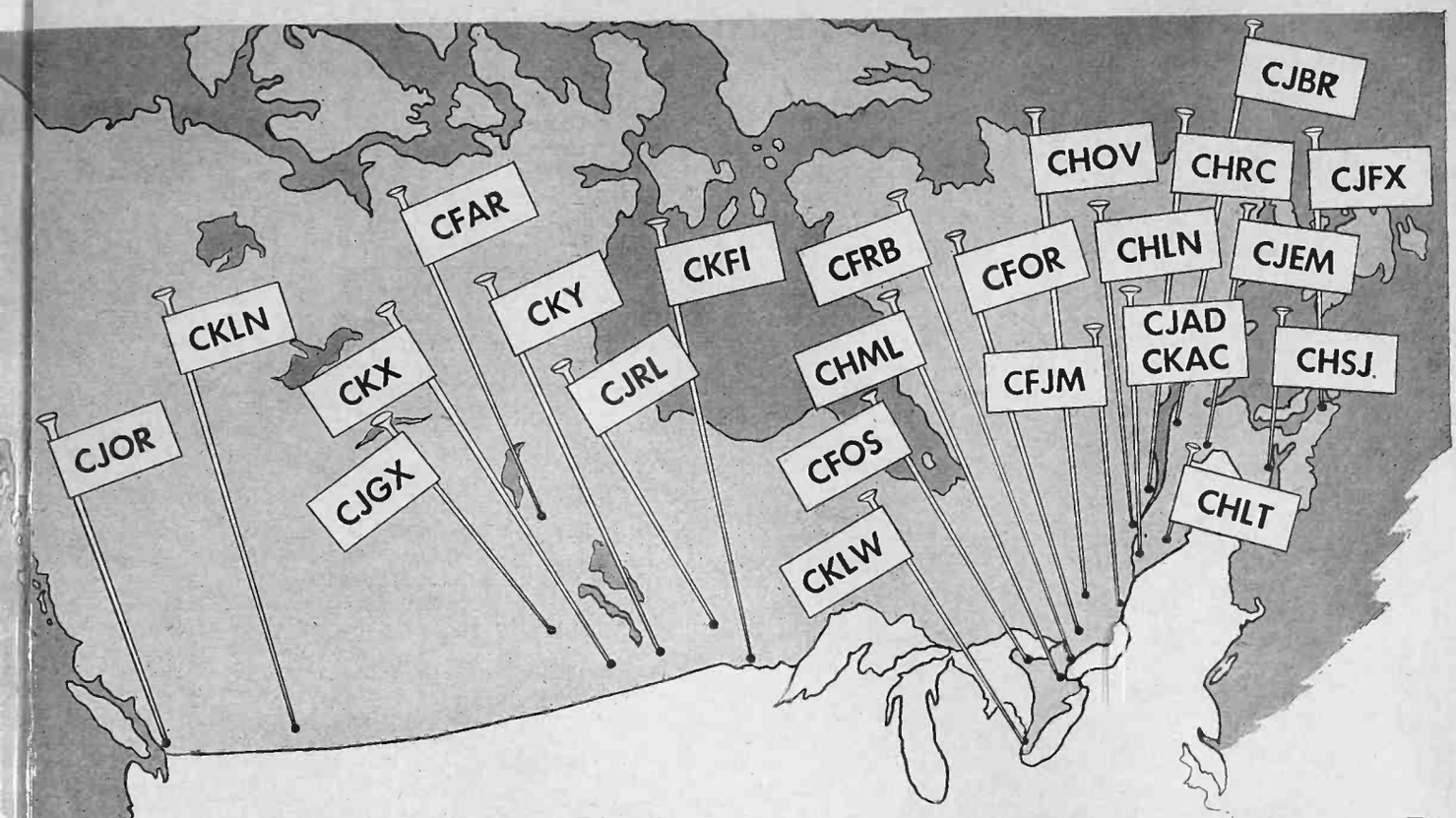

ADAM YOUNG'S *COVERAGE* of CANADA

Yes, the Adam Young organization does have coverage of Canada as they represent many of the largest Canadian Radio stations.

In order to assure fast, efficient service, Adam Young has four offices, centrally located in the important advertising centers of the United States. These offices are staffed with ten radio sales specialists.

The Adam Young organization is designed to simplify your problems. Perhaps Adam Young can help you. If so, do not hesitate to call.

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BRITISH COLUMBIA
CJOR, Vancouver
CKLN, Nelson

PRAIRIES
CFAR, Flin Flon
CJGX, Yorkton
CKX, Brandon
CKY, Winnipeg

ONTARIO
CFJM, Brockville
CFOR, Orillia
CFOS, Owen Sound
CFRB, Toronto
CHML, Hamilton
CHOV, Pembroke
CJRL, Kenora
CKFI, Fort Frances
CKLW, Windsor

QUEBEC
CHLN, Three Rivers
CHLT, Sherbrooke
CHRC, Quebec
CJAD, Montreal
CJBR, Rimouski
CKAC, Montreal

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CJCA

EDMONTON

Everything Goes With Syd and Anna

"Syd and Anna" is the title of a new 5-a-week show over CJBC, Toronto, heard at 2.30 p.m. Actor-writer-producer Sydney S. Brown and comedienne Anna Russell comprise the newly-fused team to fill 15 minutes with anecdotes, songs, verse and chatter, and whatever else the pair may dream up as time goes by.

MUSIC A LA DON JOSE

An American production man, on his first encounter with the quaint ways of Mexican radio, will according to "Radio Daily" rehearse his program until he has what he thinks is a smooth show. "He looks forward to the broadcast", says the writer, "confident that it is going to be a good program. The musicians play pretty well together considering they were sent over from the Mexican equivalent of the musicians' union for this broadcast."

"Comes the hour of the broadcast", the story continues, 'and the orchestra and soloists assemble and everything seems under control, except that the producer is trying to make up his mind whether he has eye trouble or whether he is in the wrong studio. Regardless of how poor a memory for faces he has, the fact still remains that he is looking at a lot of strange countenances. He also knows by now that he is in the right studio. He arrives at the conclusion that somehow, between the rehearsal and the broadcast, there has been almost a 50 per cent turnover in the personnel of the orchestra. This is an intriguing situation and he starts investigating. What he speedily learns is that just because a musician comes to rehearsal and rehearses like mad, it doesn't necessarily mean that he is going to show up at the broadcast too. After collecting his rehearsal pay he is open to any better offer that comes along. If he gets a better paying job before the broadcast he'll take it. Or, it may be that he just doesn't feel like going to the broadcast, so he sends a substitute. The fact that none of the subs has rehearsed a note of the music for the program doesn't worry anyone but the producer, and he just quietly blows his top. The only reason he doesn't fire somebody is that he can't—without first giving them three months salary."

News Editors Assoc.

A National Association of Radio News Editors is being formed in the U.S. John F. Hogan, news director of WCSH, Portland, Maine, has volunteered to act as temporary head of the Association.

Purpose of the NARE, according to Hogan, is to provide a means for the exchange of ideas among radio news editors, to set standards for news broadcasting and to bring about improvement in the news reporting and editing efforts of radio stations.

News editors from more than fifty stations have already expressed interest in the Association. A meeting will be held later to elect permanent officers, draw up rules and define the policies and aims of the organization.

CKNB CAMPBELLTON N.B.

April 20, 1946

Dear Mr. Timebuyer;

I should, in my usual un-commercial and naive way, be talking about Spring, and tomorrow's Easter Parade, and the break-up of the ice in the Restigouche. But Spring is still flirting with us, the extent of the Easter Parade will depend on her mood in the next twenty-four hours, and the darned ice is still in the river!

I suppose I could go all business-like and get in a rave about our coming boost to 5000 watts...but who isn't!

Anyhow, most of you know that what we have...and we've plenty...is all yours for the asking.

And the salmon will soon be running up the Restigouche!

Yours very truly,

Stan Chapman

CSC/JN STATION MANAGER

AN ALL-CANADA STATION

Pacific Prattle by Robt. Francis

The CKWX Vancouver g were on hand recently to broadca a description of an R.C.A.F. air-s rescue demonstration in Engl Bay. Program manager Lau Irving took part, along with ne and special events man Bert C nings, and technical men D Williams, Verne Wileman and B Collins.

Irving worked from the specia designed Hudson patrol bomb which released the lifeboat from belly. Cannings was in the lau which carried air force officials a newsmen. About two hours of d scription was recorded at the force base by the technical cre and this was later edited broadcast.

CKMO's manager, Johnny Hu is expected back from an Easte trip and the station is getti ready to help him open the s tion's new kilowatt transmitter

Other local travellers have be chief engineer Jack Gordon m manager "Tiny" Elphicke CKWX. Gordon is still in the e

Perce Gaynor, manager of Canada Radio Facilities in Win peg, is back there after a mon on this coast.

Betty Ramsay, secy. and ri hand gal to Elphicke, took the leap and changed her name to Cecil Fraser. The owner of name is a resident of the Sta

Over at CKMO, staff writer L Holmes is scheduled to m David Gibberd. The latter h sponsor and so, the boys say, can't say Irene's copy is not c vincing.

Members of the Vancou branch of the Canadian Wom Press Club were guest contesta on the public opinion show broa cast by CKWX from the Vog Theatre.

The Vancouver Air Force A ciation's draw for a plane, cabin cruiser, refrigerator, wa ing machine and other knickna was b'cast by CKMO. Produc manager Bob Willett, former A.F. man, bossed the show.

When provincial attorney-g eral Pat Maitland died in a V couver hospital, CKWX newsm scored a neat beat. But the came from Victoria, where CK news and special events man S Ross got the word.

Rudy Hartman is back at C Victoria in the broadcasting d sion, after putting in nearly f years overseas with the 5th C dian Armored Division. While the other side, Rudy did progr production work for the Eig Army station whose programs w heard over BBC.

Classical and semi-classical mu in large chunks would be a pro nent feature of the programs o new station sought for Vancou by M. J. O'Brien, president O'Brien Gourlay Ltd. Applica for the outlet has been pla with the CBC board of governo power to be between 1000 a 5000 watts.

Help to CONQUER CANCER

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COVERS ALCAN CEREMONY

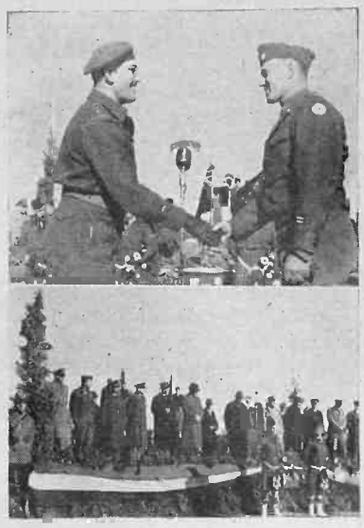
Radio men were on hand to broadcast the ceremony when control of the Alaska Highway was handed over to Canada by the United States on April 2. Three men from the staff of CJCA Edmonton were flown to Whitehorse in the Yukon to cover the event.

The ceremony was held at an elevated spot on the Highway, nine miles above Whitehorse. The Hon. Ray Atherton, U.S. ambassador to Canada, representing the United States handed over the operation and control of the Alaska Highway, telephone communications and airfields to General A. G. McNaughton, Canadian Chairman of the Joint Permanent Defence Board, representing Canada.

The proceedings, which lasted 30 minutes, were fed over telephone lines to CJCA studios in Edmonton. There they were recorded in full, and condensed into a 30-minute broadcast, which was aired over CJCA later that same day.

The broadcast was handled from Whitehorse by Merrell Dahlgren, chief engineer; Gordon Skutle, announcer and Ed Bryant, announcer. Orville Shillabeer and Doug Bingham were in Edmonton.

Ed Bryant also broadcast a feature story about "Whitehorse the home of Sam McGee", which was picked up on CBC's *"Canadian News Roundup"* that evening.



(Top) Lt.-Col. J. R. B. Jones, DSO, OBE, of Edmonton, takes over the Highway on behalf of Canada from Maj. Bernard Zohn in charge of highway maintenance for the Northwest District, 6th Service Command, US Army. (Bottom) US and Canadian officials, headed by Hon. Ray Atherton and Gen. A. G. McNaughton, participate in the 75 minute ceremonies assisted by a kilted pipe band, and watched by a crowd of 2000 people.

HELP TO CONQUER CANCER

Radio Tops Poll

Eighty-three per cent of the people in Minnesota say that radio is doing either an excellent or a good job in the community. This is the finding of a state-wide poll conducted by the MINNEAPOLIS STAR-JOURNAL and TRIBUNE.

Those questioned were asked their opinion as to how the churches, radio, schools, newspapers and local governments were fulfilling their obligations to the people.

Combining the "good" and "excellent" ratings given to each, radio takes first place with 83 per cent. Churches are voted second, with 79 per cent. Schools come third with 68 per cent. Newspapers placed fourth with 65 per cent, and local government emerged from the bottom of the pile with 54 per cent.

Results of this poll bear a striking resemblance, at least as far as radio is concerned, to those of the nationwide survey recently conducted by the National Opinion Research Centre of the University of Denver. NORC found that 82 per cent of all Americans felt that radio was doing either an excellent or good job in the community.

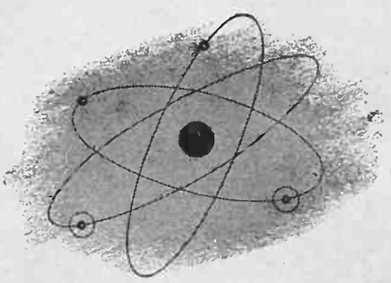
Conductors of the Minnesota poll claim that the number of people questioned is large enough and representative enough to ensure its accuracy. The polling is done through personal interviews and the results are tabulated by machine.

Personnelities

Lee Fortune just out of the airforce has been added to the announce staff at CKSF, Cornwall. Guelda Edwards new to radio is the new bookeeper at the Cornwall station. Bud Hall of Toronto and late of the airforce has joined the announce staff at CKGB, Timmins. Tom Benson has left the navy and is back at CKY, Winnipeg as supervisor of announcers. Harold Rodd formerly with KNX, Hollywood, has joined the announcing staff at CJOB, Winnipeg. Joe Duff just out of the "Army Show" and formerly in charge of recordings at the CBC Toronto studios is the new librarian at CKCO Ottawa. CJCA Edmonton, has welcomed back a number of ex-servicemen including commercial chief Art Nichol; announcers Doug Greig, John Bishopric and Fred Gowin; operator Bob Keith. George Kent former announcer at CJGX and CKY and a year out of the airforce has joined CSOB.

Todd Graham formerly of CHML, Hamilton, is the new continuity writer on the production staff of CJAD, Montreal. Allan Watson and Sid King, newcomers to radio and just out of the army have been added to the sales staff at CKGB, Timmins.

They're on The Air !



CJLS Yarmouth, N. S. 250w
CFAB Windsor, N. S. 250w
CJAD Montreal, P. Q. 1kw
CHEF Granby, P. Q. 250w
CHUM Toronto, Ont. 1kw
CJOB Winnipeg, Man. 250w
CJOR Vancouver, B. C. 5kw
CJAV Port Alberni, B.C. 250w

These stations have recently gone on the air with their new **Northern Electric**

BROADCASTING TRANSMITTERS

and Associated Equipment

Several others will shortly do the same.

Our congratulations and best wishes to one and all.

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A National Electrical Service

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1490 KILOCYCLES
"La Patrie"

GOING
TO
1000
WATTS
ON NEW
FREQUENCY
OF
1150
Kilocycles

Represented by
JAMES L. ALEXANDER
Toronto

THE MICROPHONE GOES TO SCHOOL

Twin Cities Station Airs Collegiate Activities

There's one radio program aired on Canadian air lanes for which the script provides no laugh cues. The audience laughs when it wants to, and if the lines fall flat they are greeted with the stony silence they deserve. But there are laughs aplenty in this program, which, to give it its full appendage, is the Senior Assembly of the Kitchener and Waterloo Collegiate and Vocational School, heard Thursday mornings from 9 to 9.45 on station CKCR Kitchener.

Walter Zeigler, principal of this seat of learning, rules his flock with more than a heavy hand (and we have it on authority from several of his students that that ain't fooling). Mr. Ziegler believes in tempering his disciplne by adding interest and loyalty to the school with a large number of completely extra-curricular activities, each under a teacher-coordinator who operates with a student committee; and among these activities is the Broadcasting Club. W. J. Unwin, director of student activities is the pivot around whom all these activities revolve, and under his aegis the Broadcasting Club was formed last year by H. R. Partlow, a teacher, who has developed it right along with the assistance of Gib Liddle and Clyde Mitchell of CKCR. who, besides donating the time for the weekly assembly broadcasts to the school, let the students assist in the mechanics of the show, to the point where Gib assures us they could do the job without him, thus permitting him an extra half hour in bed Thursday mornings!

In out-of-school hours, the club rehearses its skits and other features using the school's public address system both for auditioning and trying out their programs. Mr. Ziegler seems to harbor a secret hope—though he didn't quite get around to putting it into words—

It's "MacNamara's Band", and students of the K-W Collegiate really giving it the business

that the day will come when the schools will have their own private network. Probably it was the gleam in our eye which that "private network" phrase always inspires which got him off the subject.

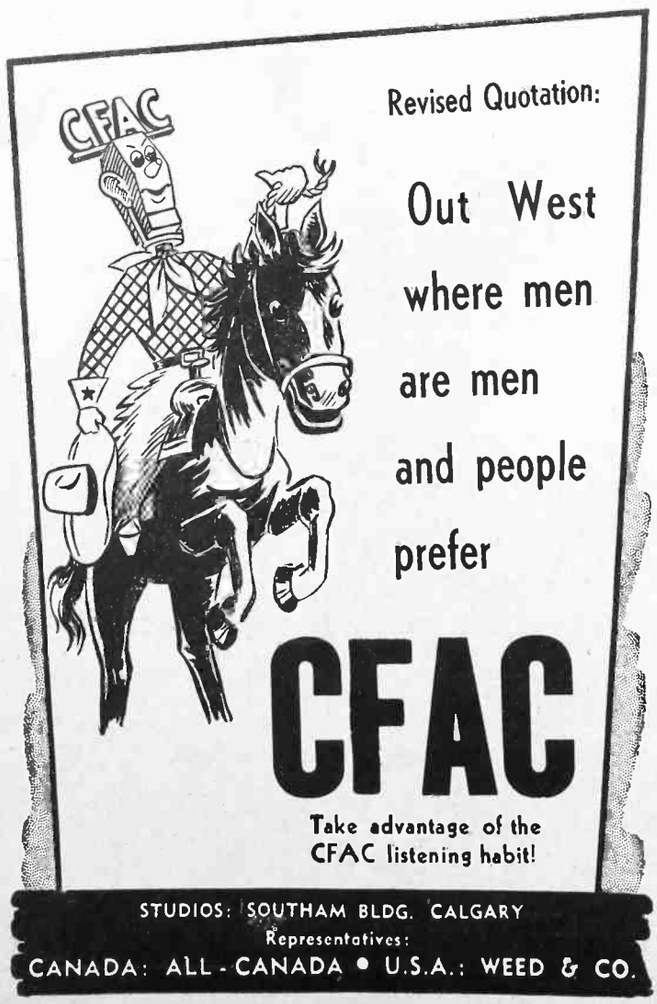
We made an overnight trip to Kitchener late last month to catch the show, which we had heard about on a previous visit.

When we arrived at the school, the stage, much to Gib's consternation, was thronging with kids. They were members of the School Glee Club, slated to do a preview of their forthcoming concert on Assembly broadcast. Gib manage to get set up finally without tr ping over too many bobby-sox, a just before the proceedings beg we were shown up to the she where completely surrounded teen-agers, we witnessed a smoo running a performance as we seen for a long time, as one of intensely interested and, believe or not, completely silent audien who sat tensely drinking in ev word — every note.

Outside of the leader of singing, teachers were conspicu by their absence. Mr. Ziegler s he never goes on the air if he possibly help it, because the m of a student activity it is, the gr er is its usefulness.

A "madame chairman" of pr ably fifteen summers presided gr fully over the meeting, and on particular occasion, pep talks students about turning out to the game, and notices about ot activities were punctuated with

(Continued on next page)


CFAC
Revised Quotation:
Out West where men are men and people prefer
CFAC
Take advantage of the CFAC listening habit!
STUDIOS: SOUTHAM BLDG. CALGARY
Representatives:
CANADA: ALL-CANADA • U.S.A.: WEED & CO.

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(continued from previous page)

ging ot the Glee Club and of guest contralto imported for the asio

Afte the show we had an all too rt at with Mr. Ziegler in his ce, ring which we found out wit these broadcasts and the lio lub accomplish.

Obviously the whole project pro- ed tlets for the expression of ng thusiasm. Our question as whether there was a tendency the youngsters to become im- derately "mike-struck" brought efi e "no", but Mr. Zeigler s fel that no better means ld b found for teaching self- fidence and self-assurance.

Fir and foremost", said this cip whose memory can still h k to the days when he was id himself, "our Broadcasting b ovides everyone with a lot un

de dmitted that this particular vity provides a strong link be- en arents and the school, be- e, he put it, "it brings those nts who are interested enough sta right into the school life." w r what is going on, and it b ght to them by their dre themselves.

de id keen tribute to the sta- nagement who have co-op- ed ot only in supplying the a the equipment to make the ad s possible for the past e rs, but who also work with s ents for the betterment of p rams.

Germany Calling

er al messages can now be radio to people in Germany. Canadian Red Cross has been ie to handle the messages, th ll be broadcast to Germany ug the facilities of the CBC rn onal Service, under the e ditions and terms as those rn g messages for Holland Czechoslovakia.

Jo arge will be made for these sag , which must be limited 0 ords excluding the address, mst be for individuals, not companies or organizations. refers to public affairs, busi- s money matters are also o. Local Red Cross branches supply information to anyone nin to send a message this

SPARKLING
THAT'S
DOROTHY DEANE
CANADA'S
TOP GIRL VOCALIST
'or vacity . . . For Sure Fire udience Appeal . . . for Sparkle n the air in both song and pe . . . it's Dorothy Deane every time!
"Management"
GEORGE TAGGART
ORGANIZATION
ADelaide 8784

CHUM Beats Fire

When fire broke out in the basement of the Hermant Building, home of CHUM, Toronto, it cut off all outside telephone communications and completely severed the lines connecting the CHUM studios with the transmitter in East York.

It was obvious to announcer Bob Martin and operator Roland Koster, who were alone in the studios at the time, that no broadcast could originate in the Hermant Building next day. So, hastily rounding up some more of CHUM's staff, they decided to set up an emergency studio in the transmitter building. Working against time, they uprooted turntables, microphones, transcriptions and all other equipment needed, and shuttled back and forth between studios and transmitter. By the grey light of dawn they were able to relax; the engineering staff had rigged up a strange but usable studio. CHUM's regular daily schedule was followed with none but minor hitches.

Failure of the B.U.P. teletype news service at first threatened to hamstring CHUM's hourly newscasts. But news editor Fred Wilson installed himself in B.U.P.'s own offices, and phoned in the flashes as they came over the wires. A CHUM girl took them down in shorthand and transcribed them for the announcers. And the news went out over the air, "every hour on the half hour".

The scene at the transmitter was chaotic—a mess of box lunches, sandwiches, paper cups, and chins badly in need of a shave. But because they had all pitched in with a will to lick the emergency, CHUM's staff finally went home weary but proud of the job they had done.

"Daytimes" Lack Variety

"The major weakness of radio today is not in its programs, but in its programming" says the writer of the column "Radio Main Street" in RADIO DAILY. However strongly critics may contend that soap operas are tedious bilge, he points out, statistics prove that millions of people listen to them, just as millions of people read mystery thrillers. Both mediums provide a form of escape and relaxation. "Women apparently find escape in concern over other people's problems", says the columnist, "so we find them loyal to daytime drama. The crux of the problem', he believes, is lack of variety in daytime listening. Concentrated attack on soap opera is made possible only by this concentrated presentation. If the nets saw to it that their schedules permitted listeners to find something they liked some time during the day, we would have one indisputable answer to the critics of daytime drama per se: "Everyone to his own taste".

More Power to your Elbow!

CJBR, Rimouski, is now operating with 5000 watts in the daytime. Early in the summer, our new directional antenna will permit us to raise our night-time power to 5000 watts also.

SO FAR WE ARE MAKING NO ANNOUNCEMENT OF RATE INCREASES

●

According to "Standards of Good Engineering Practice Concerning Standard Broadcast Stations", a coverage area is accepted as primary within the 0.1 to 0.5 mv/m contours.

Noise level being extremely low in towns of the Lower St. Lawrence territory, we may justly consider as primary CJBR's coverage area contained within the 0.1 mv/m contour.

This means, according to our consulting engineer, that the increase in power will give us an imposing increase in area.

We're From Missouri

A thorough coverage and economic survey is now under way to determine just how much extra coverage our step-up will afford. This proof of performance will be the prime factor in deciding whether or not new listeners will justify new rates. In the meantime, we are making no announcement of rate increases.

If, finally, an increase is decided upon:

(1) Present rates will apply to all contracts actually existing, or signed before a limit date, to be decided upon only after the survey is completed.

(2) Should an increase be decided upon, reasonable notice will be given before it becomes effective.

"The Key to the Lower St. Lawrence"

5000 Watts—900 Kcs.

CJBR
RIMOUSKI

www.americanradiohistory.com

IN THE WHITE CORNER

Barbara Kelly

can be reached through

RADIO ARTISTS REGISTRY

WA. 1191

TORONTO

Eighty per cent of the newspaper correspondents polled at the United Nations' Security Council meeting in New York "indicated their preference for black--and-white television", says an NBC release.

CBS President Frank Stanton comes back with this broadside: "There is no longer any question that the great majority of potential television set purchasers want only color television, do not want black-and-white, and will await color rather than accept pre-war low frequency black-and-white standards."

And the battle royal between the two TV camps continues.

John F. Royal, NBC vice-president in charge of television, adds his salvo: "There are some who, crying in the wilderness, are suggesting that television wait for color. I feel that to be an absurd statement. Our country was not made great by waiting."

The black-and-white boys gained an important advantage when the Federal Communications Commission recently decided to grant the first commercial TV licenses to stations using their low frequency system. But CBS, which started almost entirely alone in the development of color television, has been steadily gaining strength and support since it started demonstrating its ultra high frequency color system early this year. Twenty-two broadcasters have withdrawn their applications for black-and-white TV licenses with the apparent intention of entering the color field at a later date.

Meanwhile another development seems likely to spike the guns of the black-and-white boosters. The recently imposed freeze on all non-essential industrial building may virtually halt TV station building for a year or more, and may cause many more applicants to withdraw and wait for color.

Must Be Non-Partisan

"There is a very great difference between a party radio station and an official government station", says an editorial in the SASKATOON STAR-PHOENIX, commenting on reports that the CCF provincial government was negotiating for the purchase of a radio station and that a Crown company had been set up for this purpose.

"A political party might legitimately use its own radio for political propaganda", the editorial points out, "but the government station would have to lean over backwards to avoid partisanship, or else involve its operators in the kind of trouble that would soon spell the end of the government.

"Granting that the government in its infinite wisdom is going to go ahead with its plan to acquire a provincially owned station', continues the SASKATOON STAR-PHOENIX, this newspaper suggests to the friends of the government that the station should be established under a very definite set of rules laid down by the Legislature. To allow the station to operate under the broad powers of the Crown companies act would be to invite the lightning at the next election."

Problem Children

Juvenile delinquency was the subject of a dramatic program *"Society's Problem Children"*, aired over western stations of the Trans-Canada network April 13. Broadcast was one of the *"Workshop"* series presented from Vancouver.

Author Frank Rasky, a feature writer on the VANCOUVER SUN, treats the problem of juvenile delinquency as one that has always existed, from Biblical times to the present day.

THE gross agricultural revenue of the Provinces of Prince Edward Island, New Brunswick, and Nova Scotia for 1942 was $80,918,000.00. CFCY, according to BBM has 72,086 radio homes in its primary area, which is 56.48% of all radio homes in the three Maritime Provinces.

CFCY
CHARLOTTETOWN
The MARITIME Must STATION
ALL-CANADA RADIO FACILITIES LTD.
WEED & CO. IN THE U.S.A.

CFPA
Port Arthur - Fort William

WESTERN AGENCIES EXPLORING TWIN-CITY RADIO WILL GET FULL ACCURATE DATA FROM

- ALL-CANADA -

WINNIPEG TO THE COAST

"Serving The Lakehead"

"More Hope THAN CHARITY"

Elda Hope

When you are discharged p... manently from a hospital ... aimed at home territory, you ... call ideas about people and thi... —or, at least, I do. I vividly ... member how the patient next to ... used to laugh to the point of te... about Stan Francis and Cy Ma... on **"Share the Wealth"** progra... Like I've said before, she thorou... ly enjoyed them but moreover ... placed Francis' style of humor ... comedy above that of Can... Hope, Young and Skelton vari... It's possible we just don't ap... ciate the talent at our finger ...

And, too it's quite proba... that the **"Happy Gang"** will n... fully realize the number of lau... and amount of utter joy ... spread among listeners. I can o... speak for one part of one floor ... one hospital in one province, ... they certainly have rolled ... plenty of fans there who never ... to hear them. Bert Pearl sho... feel proud of this 'happiness' id... of his present Gang and of th... innumerable regular listeners.

While eating breakfast ... morning with Don McNeill and ... "Breakfast Club" I got a lot ... laughs from them and noti... others enjoying them. Peculi... enough, when McNeill struck ... serious note, it was "When ... feel you've reached the end ... your rope, tie a knot in it ... hang on". This seems excel... psychology for everyone from p... ducers trying their best to b... acceptable shows right down to ... public who listen in and buy th... products (we hope).

One show on CKWS that ca... my ear was an old fashioned s... ling bee sandwiched between ... McKnight and Roy Ward Dic... on Saturday nights. The local ... terest was terrific plus a sch... tie-in. It may have been beca... spelling was one of my better ... jects at school that I felt ... words given were rather simple ... most cases. But it should be ... good idea for a contest on the ... work between say Kingston ... Regina pupils or other schools.

On the flight home one of ... passengers was Dick Gluns, C... producer. He seemed quite el... about the return of Alys Robi ... **"Latin American Serenade"**. ... enthusiasm I could share with ... as la Robi seems a 'natural' ... this show. Gluns also recommi... hearing **"Syd and Anna"**, a q... ter-hour of chat, music and a... anything on CJBC.

Our pilot was Lou Snider ... hurrying to make rehearsa... "House Party". Maybe his ... tude for flying comes from ... speed with which his finger... over those eighty-eight keys. ... way, he's keen on both wit... odd golf or cribbage game t... in.

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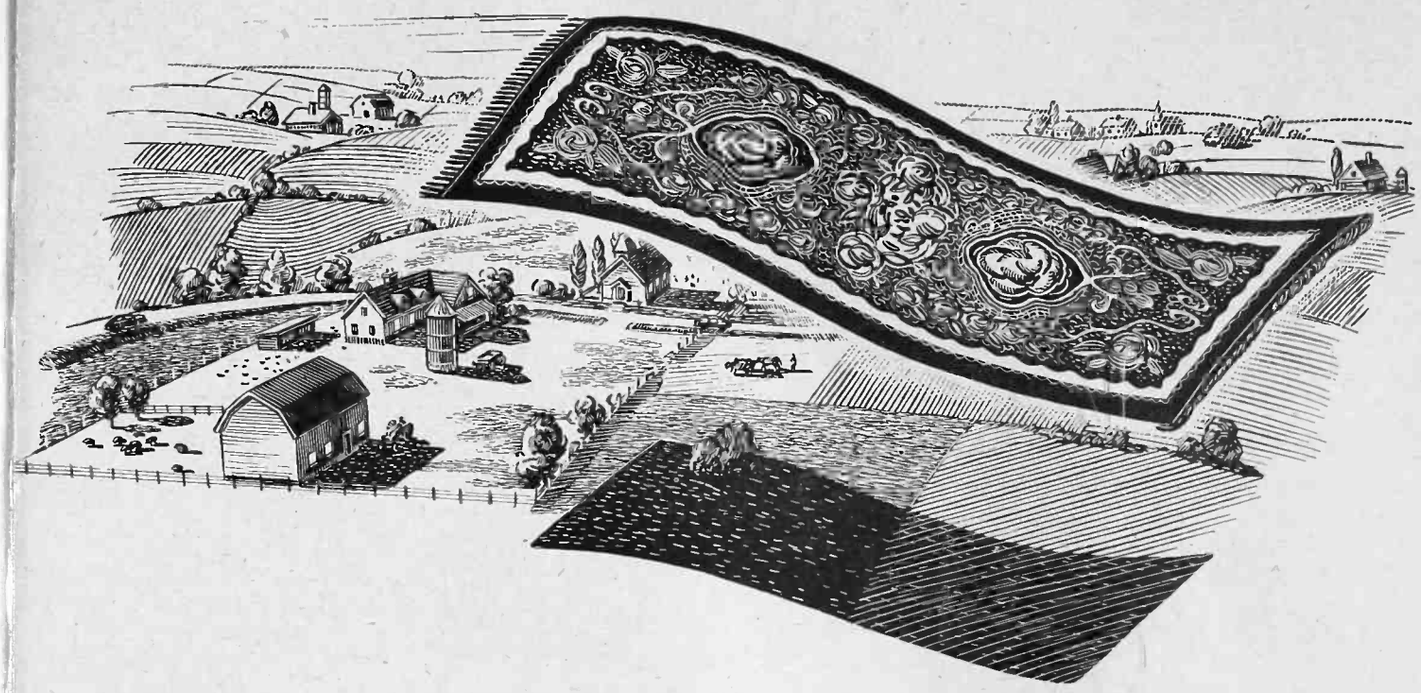
Modern Version of the MAGIC CARPET



The legend of the Magic Carpet has thrilled people for many centuries. Today, an even more thrilling miracle is Radio.

With CKLW it's coverage that counts—coverage means listener audience and buying influence.

Small wonder why wise advertising men choose CKLW as the medium to reach Western Ontario's rich buying market . . . urban and rural. Both program and station publicity is always carefully planned and consistently used to build and hold our audience and advertisers.

Remember this important radio station when making plans for your activity in this great market. Remember also that CKLW is the preferred radio station in the South Western Ontario area.

Representatives
ADAM J. YOUNG JR. INC., U.S.A.
H. N. STOVIN, CANADA

J. E. CAMPEAU, *Managing Director*
5,000 WATTS — 800 KC
DAY AND NIGHT

"For Radio Results it's CKLW 800 on the Dial"

CKLW

CANADIAN BROADCASTING CORPORATION
MUTUAL BROADCASTING SYSTEM
MEMBER OF CANADIAN ASSOCIATION OF BROADCASTERS

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Re-Employment Service
FOR SERVICE MEN

To assist in re-establishing men and women returning to civilian life from the armed forces overseas, the Canadian Broadcaster offers a free want-ad service for such men and women who, having been honorably discharged from active service wish to enter or re-enter the broadcasting or advertising business.

File CB 41 Ex-Merchant Marine Radio officer seeks position in radio field anywhere in Canada with chance of advancement. Ten years in service including war years. Wide theoretical knowledge of radio. Practical experience confined to marine apparatus but capable of rapidly assimilating knowledge of other equipment if given opportunity. 31 years of age. Married. Ambitious. First Class Certificate of Proficiency. **Apply Box CB 41, Canadian Broadcaster, 371 Bay Street, Toronto.**

CJOR CELEBRATES DOUBLE EVENT

Vancouver, April 8.—CJOR Vancouver marked its 20th anniversary April 8 with the official opening of a new 5000-watt transmitter. Operation of the Northern Electric 406 B-5 unit is the first installation of this type in the Dominion, and made CJOR the first Canadian station to go on the air full time with an authorized post war increase in power.

A reception and dinner attended by station staff and civic officials marked the occasion.

The new building was erected on Lulu Island, a few miles outside the city, near the 1000-watt transmitter building erected in 1940. The station's potential is now 100 times what it was when CJOR first went on the air in 1926.

The city, as well as Vancouver Island and the Fraser Valley, will get the benefit of a directional antenna system which will throw those areas a signal stronger than the actual 5000 watts. Reduced power will be beamed toward less populated regions.

The new unit will be used at only half strength, as it is designed

CJOR Manager George Chandler

to operate at 10,000 watts. The transmitter incorporates many new technical advances made during the war, and will be used by other stations also jumping their power.

CJOR, first opened by brothers George and Arthur Chandler 20 years ago, has grown from a staff of 2 to a personnel total of 60, as the power increased from 50 to 5,000 watts.

In those two decades radio has developed from little more than a plaything to one of the big businesses. The Chandler brothers started with a single room in an office building here that served as office by day and CJOR by night. The station handled what must have been the first political broadcast in Canada, with Arthur Meighan the leading speaker. That was in 1926.

The following year the station handled the first hockey broadcast in the city, with Charley Defieux airing the Fort William-Hamilton game in the old arena. In 1928 the station began experimenting with crystal control of transmitting. In 1929 the frequency was changed 1030 to 1210 kc, the station moved to its first real studios, and Mart Kenney hit the air for his first professional engagement.

The old carbon mike was on its way out for CJOR in 1930, replaced by the condenser type, and in 1931 the station went up to 500 watts using a water cooled tube that was something then. The present frequency of 600 kc, was adopted in 1933.

Special events broadcasting became a feature from 1937 on when the station presented a full program from the exhibition grounds. Mikes were on the scene for the famous 1938 Pier D fire, opening of the Pattullo Bridge, and other events.

In 1940 came another leap ahead with installation of a 1000 watt transmitter.

The war was as tough for CJOR as for any, with 80 per cent of the male staff away and a big load developing on those who remained.

The station became Vancouver Dominion Network outlet in 19— and the staff set to work developing programs for network release.

URGES B.C. BUYING

CJOR Vancouver gives practical encouragement to B.C. business and industry whenever possible, station manager George Chandler told the Advertising and Sales Bureau of the Vancouver Board of Trade, on April 8. The occasion was a celebration of CJOR's twentieth anniversary, and the inauguration of the new 5,000-watt Northern Electric transmitter.

CJOR is wholly owned by B.C. people, Chandler said, and they were particularly sympathetic to the advice *"Buy B.C. first"*. In keeping with this philosophy, the station had by-passed all established builders of antenna towers when a new one was needed for CJOR and had contracted with the Western Bridge Company in Vancouver for the first antenna tower built in B.C. by a B.C. manufacturer.

Against the advice of several people who wanted a consulting engineer brought from eastern Canada, a young Vancouver engineer was retained to supervise the installation of the new transmitter; and the installation work was carried out entirely by CJOR's own staff.

Paying tribute to the CBC's part in maintaining a substantial pool of talent in Vancouver, Chandler urged the Board of Trade members to encourage the origination of more commercial network broadcasts from the city.

Air Veteran Talent

Veteran talent is the mainstay of a new weekly show heard over CKAC Montreal. Each week "*Service Des Veterans*" brings to the microphone a guest artist who served during the war in Canada's armed forces. Master of ceremonies is Louis Belanger, back at his job as announcer at CKAC after a stint overseas with the auxiliary services. Talent scout and organizer of the series is Jean Forget, who rounds up the ex-soldiers, sailors and airmen who appear as guests on the program.

"JAVEX"

—a new product in Manitoba

selects

CKRC
WINNIPEG

"DOUBLE OR NOTHING"
Every Friday 8:30 - 9:00 P.M.

Yes—Advertisers who know Manitoba choose

630 ON THE DIAL CKRC DOMINION NETWORK
WINNIPEG

REPRESENTATIVES:
CANADA: ALL-CANADA RADIO FACILITIES
U.S.A.: WEED & CO.

EVERYBODY'S LISTENING
to
RUSS TITUS
Canada's
Favourite Male Singer
Management
GEORGE TAGGART
ORGANIZATION
ADelaide 8784

www.americanradiohistory.com

TAWA
ALARD

Radi figured more prominent- the opening weeks of Parlia- 's current session than ever re. In fact, the broadcast um pt mention oftener in the thr or four weeks of the on tin in most entire sessions Parliament up to now. The de gan the very first full —wi a plug for CKSB by the ber oving the adoption of the ess n reply to the speech th Throne. Selected for hon was Captain Fernand presenting St. Boniface. ha d the people of Quebec the financial assistance in ng o set up Radio-Ouest cais

is ought forth a reply on ch th from Georges neon, per nt Progressive-Conserva- nber from Argenteuil, bec ho said "There is much cou be said about that pro- (Radio - Ouest Francaise) h is o worthy, so truly Cana- a so essential, and about ot cles it has encountered ng rtain well-known ele- ts se true motives are easy isce."

e(tions about radio started Tommy Church, vet- P -Con. member from Tor- ired if the CBC were ng ec.al program arrange- ts the Easter weekend; was as d that such was the case gi a brief outline of the or plans. Dr. Bruce in- ed out Raymond Arthur es, king if he were in em- o e network, if so, doing a for how much, and if act as news commentator a M cow for the CBC. The y, Dr. McCann, said no; D es went to Russia as a la r, cabled dispatches to ne nd some were used in ws undup", were paid for at l es. The reply added se e matters relating to the dc ng service of the Cana- Bradcasting Corporation for h th Corporation is responsi- and garding which it is not ect o Government control.

ch estions can be taken up a propriately in a parliamen- committee on broadcasting".

is w quite definite that the io Committee will sit this year. in pite of the story which it at it would be better to new Chairman Dave Dunton a nce to be properly organized re submitting a report to the mit e.

J. oldwell asked about a de- n rarding CBC permission to sfer ownership of CHAB se w to a crown company bli d by the Province of atchwan. C. D. Howe re- d: "he application referred to du received, and involves an ort matter of government y. is now receiving the at- on of the government, but no sion has been arrived at".

ith ties concerned have a re problem of policy on r hds in this connection. At t the Provincial Governments interested in radio; and two others are watching the possibilities.

Broadcasting Station CFAC got a handsome plug in speech given to the House March 19 by A. L. Smith of Calgary West, in connection with its endeavors on behalf of veterans' housing. Both CFAC and CFQC Saskatoon have been mentioned with gratitude by DVA for work done in this regard.

G. K. Fraser, Prog. Con. Ontario member asks what departments or agencies of the Dominion Government sponsor programs over the Canadian Broadcasting Corporation or any other stations in Canada or the States; what such programs are, their object and cost. Member D. G. Ross, Toronto-St. Paul's, has an imposing list of questions about radio on the order paper. He asks if Trade and Commerce Department is using the shortwave job at Sackville; how much, and what payment is made. He also asks eleven other questions about the big short-waver; and thirteen questions about wavelengths, power-increases, facsimile, TV and FM.

RADIO FINDS MISSING PEOPLE

One Red Cross service that has perhaps increased its activities in peace is the Red Cross Enquiry Bureau, whereby persons are located either in Europe or in Canada. Many relatives have entirely lost contact with one another, but, through the Red Cross, many have been re-united.

However, it appeared impossible for the Manitoba Red Cross to locate some 120 persons to whom messages and inquiries were directed from relatives in Europe. When the usual methods of enquiry failed, the Red Cross appealed to CKRC to have these names broadcast.

The first broadcast went on the air, without any previous announcement, at 10.10 p.m. Thursday, Feb. 7, following a newscast. The opening announcement was simple: *"The Manitoba Red Cross, on behalf of persons in Europe, is anxious to locate relatives in Canada, to whom messages have been addressed. The Red Cross earnestly asks your attention for a few minutes, in the hope that you may have some knowledge of the following persons . . . . ."*

That night, nine names were broadcast, along with such meagre details as were available. The next day, five of these people were located each calling in person at Red Cross headquarters for their messages.

The broadcasts continued nightly —five minutes each— and the results were consistently high. On February 21, which, incidentally, was the thirteenth broadcast, each person whose name was mentioned was located. Of the 120 persons being sought, 51 (or 45%) were located through the broadcasts and these names were mentioned only once on the air.

CKSB, ST. BONIFACE, MANITOBA, DOESN'T COVER JUST ANOTHER MARKET

Look At These Figures

VALUE OF GRAIN AND LIVESTOCK MARKETED

August 1, 1944 to July 31, 1945

(CKSB COVERAGE)

Wheat	10,391,640.00
Other Grains	7,582,456.00
Livestock	17,545,681.00
Total Value Marketed	35,519,777.00

C K S B

1,000 Watts

Will Sell Your Products in French Manitoba

Western Canada's First French Language Station
Owned and Operated by It's Listeners

---ON THE AIR SOON---

Complete Details — C. W. Wright — Toronto — Montreal

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FOR SERVICE MEN

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Radio figured more prominently in the opening weeks of Parliament's current session than ever before. In fact, the broadcast medium got mention oftener in the first three or four weeks of the session than in most entire sessions of Parliament up to now. The parade began the very first full day—with a plug for CKSB by the member moving the adoption of the address in reply to the speech from the Throne. Selected for the honor was Captain Fernand Quelch, representing St. Boniface. He thanked the people of Quebec for their financial assistance in helping to set up Radio-Ouest Francaise.

This brought forth a reply on March 20th from Georges Heon, Independent Progressive-Conservative member from Argenteuil, Quebec, who said "There is much that could be said about that project (Radio - Ouest Francaise) which is so worthy, so truly Canadian, and so essential, and about the obstacles it has encountered during certain well-known elements whose true motives are easy to discern."

The questions about radio started early, too. Tommy Church, veteran Prog.-Con. member from Toronto, inquired if the CBC were making special program arrangements for the Easter weekend; was duly assured that such was the case and given a brief outline of the network's plans. Dr. Bruce inquired about Raymond Arthur Davies, asking if he were in employ of the network, if so, doing what and for how much, and if he acted as news commentator from Moscow for the CBC. The reply, by Dr. McCann, said no; that Davies went to Russia as a free lancer, cabled dispatches to the net and some were used in "News Roundup", were paid for at usual rates. The reply added "These are matters relating to the broadcasting service of the Canadian Broadcasting Corporation for which the Corporation is responsible and regarding which it is not subject to Government control. Such questions can be taken up very appropriately in a parliamentary committee on broadcasting".

It is now quite definite that the Radio Committee will sit this year. This in spite of the story which has it that it would be better to give new Chairman Dave Dunton a chance to be properly organized before submitting a report to the Committee.

J. J. Coldwell asked about a decision regarding CBC permission to transfer ownership of CHAB Moose Jaw to a crown company established by the Province of Saskatchewan. C. D. Howe replied: "The application referred to was duly received, and involves an important matter of government policy. It is now receiving the attention of the government, but no decision has been arrived at".

Authorities concerned have a long-range problem of policy on their hands in this connection. At least three Provincial Governments are interested in radio; and two others are watching the possibilities.

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G. K. Fraser, Prog. Con. Ontario member asks what departments or agencies of the Dominion Government sponsor programs over the Canadian Broadcasting Corporation or any other stations in Canada or the States; what such programs are, their object and cost. Member D. G. Ross, Toronto-St. Paul's, has an imposing list of questions about radio on the order paper. He asks if Trade and Commerce Department is using the shortwave job at Sackville; how much, and what payment is made. He also asks eleven other questions about the big short-waver; and thirteen questions about wavelengths, power-increases, facsimile, TV and FM.

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The broadcasts continued nightly —five minutes each— and the results were consistently high. On February 21, which, incidentally, was the thirteenth broadcast, each person whose name was mentioned was located. Of the 120 persons being sought, 51 (or 45%) were located through the broadcasts and these names were mentioned only once on the air.

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C K S B

1,000 Watts

Will Sell Your Products in French Manitoba

Western Canada's First French Language Station
Owned and Operated by It's Listeners

---ON THE AIR SOON---

Complete Details — C. W. Wright — Toronto — Montreal

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Re-Employment Service
FOR SERVICE MEN

To assist in re-establishing men and women returning to civilian life from the armed forces overseas, the Canadian Broadcaster offers a free want-ad service for such men and women who, having been honorably discharged from active service wish to enter or re-enter the broadcasting or advertising business.

File CB 41 Ex-Merchant Marine Radio officer seeks position in radio field anywhere in Canada with chance of advancement. Ten years in service including war years. Wide theoretical knowledge of radio. Practical experience confined to marine apparatus but capable of rapidly assimilating knowledge of other equipment if given opportunity. 31 years of age. Married. Ambitious. First Class Certificate of Proficiency. **Apply Box CB 41, Canadian Broadcaster, 371 Bay Street, Toronto.**

CJOR CELEBRATES DOUBLE EVE

Vancouver, April 8.—CJOR Vancouver marked its 20th anniversary April 8 with the official opening of a new 5000-watt transmitter. Operation of the Northern Electric 456 B-5 unit is the first installation of this type in the Dominion, and made CJOR the first Canadian station to go on the air full time with an authorized post war increase in power.

A reception and dinner attended by station staff and civic officials marked the occasion.

The new building was erected on Lulu Island, a few miles outside the city, near the 1000-watt transmitter building erected in 1940. The station's potential is now 100 times what it was when CJOR first went on the air in 1926.

The city, as well as Vancouver Island and the Fraser Valley, will get the benefit of a directional antenna system which will throw those areas a signal stronger than the actual 5000 watts. Reduced power will be beamed toward less populated regions.

The new unit will be used at only half strength, as it is designed

CJOR Manager George Chandler

to operate at 10,000 watts. The transmitter incorporates many new technical advances made during the war, and will be used by other stations also jumping their power.

CJOR, first opened by brothers George and Arthur Chandler 20 years ago, has grown from a staff of 2 to a personnel total of 60, as the power increased from 50 to 5,000 watts.

In those two decades radio has developed from little more than a plaything to one of the big businesses. The Chandler brothers started with a single room in an office building here that served as office by day and CJOR by night. The station handled what must have been the first political broadcast in Canada, with Arthur Meighan the leading speaker. That was in 1926.

The following year the station handled the first hockey broadcast in the city, with Charley Defieux airing the Fort William-Hamilton game in the old arena. In 1928 the station began experimenting with crystal control of transmitting. In 1929 the frequency was changed 1030 to 1210 kc, the station moved to its first real studios, and Mart Kenney hit the air for his first professional engagement.

The old carbon mike was on its way out for CJOR in 1930, replaced by the condenser type, and in 1931 the station went up to 500 using a water cooled tube th something then. The prese quency of 600 kc, was adop 1933.

Special events broadcastin came a feature from 193 when the station presented program from the exhi grounds. Mikes were on th for the famous 1938 Pier opening of the Pattullo Brid other events.

In 1940 came another leap with installation of a 100 transmitter.

The war was as tough fo as for any, with 80 per cent f male staff away and a big le veloping on those who re

The station became Vanc Dominion Network outlet i and the staff set to work de ing programs for network re

URGES B.C. BUYI

CJOR Vancouver gives p encouragement to B.C. busin industry whenever possible, manager George Chandler t Advertising and Sales Bur the Vancouver Board of Tra April 8. The occasion was bration of CJOR's twentieth versary, and the inauguratio new 5,000-watt Northern transmitter.

CJOR is wholly owned b people, Chandler said, an were particularly sympathetic advice *"Buy B.C. first"*. In ing with this philosophy, t tion had by-passed all esta builders of antenna towers a new one was needed for and had contracted with the tern Bridge Company in Van for the first antenna tower b B.C. by a B.C. manufacture

Against the advice of people who wanted a com engineer brought from easte ada, a young Vancouver e was retained to supervise the lation of the new transmitte the installation work was out entirely by CJOR's own

Paying tribute to the CBC in maintaining a substantial talent in Vancouver, Cli urged the Board of Trade m to encourage the originat more commercial network casts from the city.

Air Veteran Tal

Veteran talent is the main a new weekly show hea CKAC Montreal. Each wee *Service Des Veterans"* bri the microphone a guest ar served during the war in Ca armed forces. Master of cer is Louis Belanger, back at as announcer at CKAC after overseas with the auxiliary Talent scout and organizer series is Jean Forget, who up the ex-soldiers, sailors a men who appear as guests program.

"JAVEX"

—a new product in Manitoba

selects

CKRC
WINNIPEG

"DOUBLE OR NOTHING"
Every Friday 8:30 - 9:00 P.M.

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WINNIPEG

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CANADA: ALL-CANADA RADIO FACILITIES
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EVERYBODY'S LISTENING
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HY. 0947

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TORONTO AND MONTREAL

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ACCENTUATE the NEGATIVE

by R. C. L.

Something more than a plug is overdue to Clary Settell for his 10.30 p.m. (E) Dominion Network offering, "Clary's Gazette". Everyone may not be as keen on the hi-tiddley-ities of the gay nineties or even the roaring twenties as I am, but they still have to commend Clary and his company for daring to be different, which is as refreshing to these aural organs as a bottle of Four Roses in any season of the year. It was Barbershop Quartette night last Thursday when I caught the show, but it also seemed to feature just about every number I used to dance to during my 14th romance, which, for the benefit of inquisitive readers was during the 20's and not the 90's. Besides Clary's seasoned personality two standouts are especially worthy of mention and these were Pauline "watch that gal" Rennie's Helen Cain rendition of "That's My Weakness Now", and Morris London's trumpet solo of "Hot Lips". Clary's Gazette hits the air waves in these parts at 10.30 p.m., but then the east's misfortune is the west's good luck.

* * *

A forum but not a forum is CFRB's new sustainer (Fridays 8.30 "John Citizen Speaks". This program, prepared and delivered by John Collingwood Reade, news commentator, assisted by announcer Jack Dawson and musician Wally Armour, takes problems, ranging from butter shortage to cocktail bars and presents opposing views of experts in interviews with Reade, in the guise of that well-known character John Citizen. Obviously some topics are more interesting than others, and, presumably, as the series develops, a little color will be added in the form of humor (or did I miss those programs?). Definitely the show is on the upswing in one regard — interviewees' remarks come in shorter speeches. Above all else, the whole idea shows courage, and lacks a note of careful rehearsal which mars most forum discussions. Back of it is a marvellous opportunity for some much needed and subtle work on one all-absorbing but grossly neglected topic of private business. It deserves to prosper, because it inspires to enlighten the public in presentable and intelligible manner. Production is by Jack Murray.

* * *

Some of these days Baritone Earl Trevors is going to get the surprise of his life when he knocks on a producer's door,plays him a disc or does one of his Perry Como-like pieces, and suddenly finds the welcome mat in front of him. Actually it may not be a complete advantage to sing "just like Perry C", and possibly it might be better if Trevors could develop more of his own personality so that he is just as good as the originator of "Till the end of time". Be that as it may, Carl's first spot on Kay Stevenson's teen-age CBC offering "Swing High", which is to be launched April 20 on Trans-Canada from the Eaton Auditorium is only the beginning. Everyone who hears Carl Trevors furrows his brow and says "We gotta find a spot for that guy—a spot of his own." It is our belief, and Carl's hope, that somebody will—and soon.

Vets Man Station

Off to a flying start last month, Winnipeg's new "Community" station CJOB has a staff of 24 men, averaging 24 1/2 years of age, all discharged from the Canadian services, and has set itself a high standard with its slogan — "Working for Winnipeg".

Pictured above (top left) Winnipeg's Mayor Coulter congratulates manager Johnny Blick, former pilot, following the opening ceremonies. (Right) Lew Roskin, former infantry officer is CJOB production manager. (Bottom left) C. E. "Chuck" Tremblay, one time RCAF Signals Officer is chief Engineer, and R. M. "Rory" MacLennan has surrendered his pilot's wings for the post of promotion and public relations manager. The commercial department is under the management of A. J. "Tony" Messner (CB Feb. 9)

Air CAPAC Winners

"Night Hymns on Lake Nipigon", a choral composition by Professor F. L. Harrison, was heard by CBC Trans-Canada listeners April 7. This was one of the prize-winning entries in the annual competition sponsored by the Composers' Authors' and Publishers' Association of Canada. It was performed by "La Cantoria" Choir and a forty-piece orchestra directed by Jean Beaudet, CBC supervisor of music. Professor Harrison is assistant professor of music at Queen's University Kingston, Ontario.

Minuetta Borek, another CAPAC Award winner, was the piano soloist in a performance of her *"New York Suite"* on the same program.

Gaelic Program

35,000 Gaelic speaking Scottish-Canadians live within the coverage area of station CJFX, Antigonish, N. S. With them in mind, CJFX recently carried a series of half hour programs transcribed especially for the station by the BBC Scottish Division in Glasgow. Outstanding Scottish artists took part in the series, which was devoted to Gaelic songs and traditional airs from the Highlands of the Auld Country.

RCA Victor

Proudly presents

CANADA'S FIRST *250 WATT* FM BROADCAST TRANSMITTER

TE-444-A

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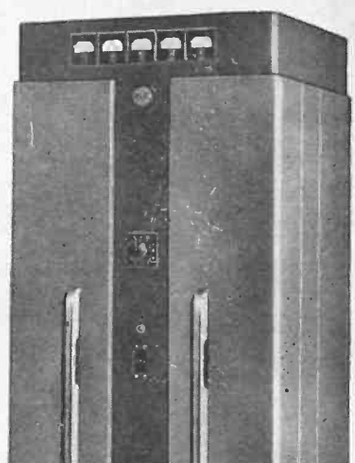
Designed and Built by Canadians especially to meet the needs of Canadian Broadcasters



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AN engineering triumph achieved in the design of the TE-444-A is the simplification of the radio frequency circuit beyond anything heretofore attempted in any FM transmitter. Frequency multiplication stages have been reduced to a minimum and the frequency modulation is doubled only once—instead of many times as in previous transmitters.

Write today to Engineering Products Sales Dept., RCA Victor Company Limited, Montreal, for descriptive folder giving complete specifications.

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- Low Operating Costs
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- Smartly Styled Cabinet

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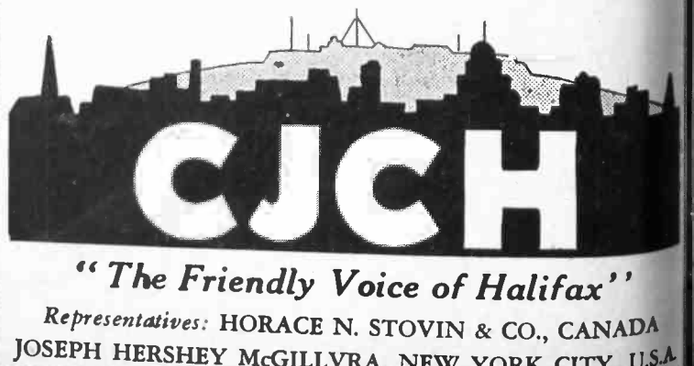

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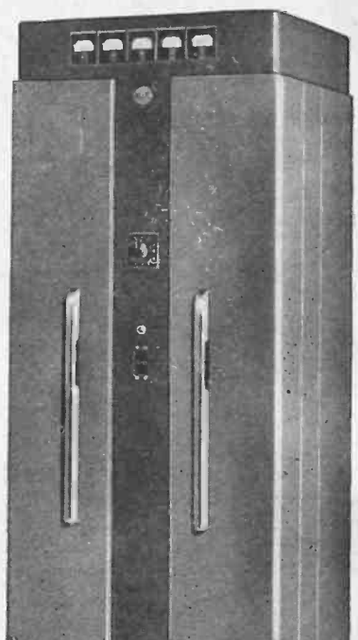

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Stu Kenney

LINE UP FOR LOTS

CKBI (Prince Albert) Production Manager Jack Coalston intervie Mrs. Glen Hedley of Saskatoon when a swarm of would-be lessees their proxies lined up to get deeds to 26 summer cottages building as Waskesui National Park, 70 miles north of P.A., offered on a fir come-first-served basis. Event was broadcast by CKBI, and sub quently fed to CBC "News Round-up".

Hams Return

Amateur radio operators recently got back the 80 meter short wave channel from the military. The 20 and 40 meter bands still are being used by the army.

Listeners who tuned in at the time the hams were testing their sets thought the silly season had arrived for sure. Little Orphan Annie, who didn't sound like an orphan or an Annie, hollered for Skeezix, while Superman called for Peter Rabbit and Bugs Bunny. Somebody elese wanted to contact Popeye and somebody else announced "This is the hubba hubba girl."

But it turned out simply to be the boys and girls testing their sets and then went off the air until the hour when they were scheduled to take over the band officially.

The 80 meter space is divided, key transmitters using frequencies 3500 to 3900 and phones 3900 to 4000.

TV Society Formed

The Canadian Television Soci "dedicated to the advancement television in Canada', is be formed, with headquarters in To onto. It will be a non-profit me bership organization, "to for promote and advance the study, derstanding and appreciation television as a cultural, educatio entertainment and advertising me ium. It will provide a forum the exchange of ideas, and disc sions of problems relating to television field.

Membership in CTS is open all "who have had experience radio broadcasting or related fie or those who by reason of learni training, general experience and terest are deemed suitable for me bership".

Information regarding the Soci can be had from Andrew N. M Lellan, Royal Canadian Corps Signals, Vimy Barracks, Kingst Ontario.

BBC Packages Programs

There's a spark of competition in the British radio field, despite the BBC's tight monopoly. "Package shows" are being assembled by producers working independently, for sale to the BBC as ready made air shows. Commercial sponsorship is still forbidden in Britain, but producers of these "packages" are hopeful of finding a market for them on the commercial networ of Australia and New Zealand, commercial stations in Canada, possibly in the United States.

One of the pioneers in bring package operations to British ra is BBC's Leslie Mitchell, recen quoted as saying that he believe commercial radio and televisi were coming in Britain.

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...ENTUATE ...NEGATIVE

R. G. L.

...ing more than a plug is ...rdu to Clary Settell for his 30 ...n. (E) Dominion Network ...erin "Clary's Gazette". Every- ...e m not be as keen on the ...iddl-ities of the gay nineties ...eve the roaring twenties as I ..., bu hey still have to commend ...ry d his company for daring ...be ifferent, which is as re- ...shin to these aural organs as ...bott of Four Roses in any sea- ...o he year. It was Barber- ...p Cartette night last Thurs- ...wh I caught the show, but ...als seemed to feature just ...ut very number I used to ...ice during my 14th romance, ...ich, for the benefit of inquisi- ...e re ers was during the 20's ...l no the 90's. Besides Clary's ...son personality two standouts ...es ially worthy of mention ...l th e were Pauline "watch ...t g " Rennie's Helen Cain ...diti of "That's My Weakness ...w", nd Morris London's trum- ...so of "Hot Lips" . Clary's ...zett nits the air waves in these ...ts a 10.30 p.m., but then the ...t's isfortune is the west's ...d k.

* * *

...am but not a forum is ...RF" new sustainer (Fridays ...0 hn Citizen Speaks". This ...gr prepared and delivered ...Jo Collingwood Reade, news ...me ator, assisted by an- ...nce Jack Dawson and musi- ...n lly Armour, takes prob- ...s, ging from butter shortage ...co il bars and presents op- ...ing iews of experts in inter- ...ws h Reade, in the guise of ...t w l-known character John ...ze Obviously some topics ...m interesting than others, ...; umably, as the series de- ...ops little color will be added ...the orm of humor (or did I ...s th e programs?). Definitely ...sh is on the upswing in one ...ard — interviewees' remarks ...ie shorter speeches. Above ...e the whole idea shows ...rag and lacks a note of care- ...re rsal which mars most for- ...dis ssions. Back of it is a ...vel s opportunity for some ...ch eded and subtle work on ...a absorbing but grossly ...lect topic of private business. ...lese es to prosper, because it ...ires o enlighten the public in ...rese able and intelligible man- ... Eduction is by Jack Mur-

* * *

...ome of these days Baritone ...l Trvors is going to get the ...pris of his life when he knocks ...a p ducer's door,plays him a ...: on does one of his Perry ...no-l e pieces, and suddenly ...ls th welcome mat in front of ... tually it may not be a ...ple advantage to sing "just ... Pe y C", and possibly it ...ht i better if Trevors could ...elo more of his own person- ...y so hat he is just as good as ...or mator of "Till the end of ...ne". Be that as it may, Carl's ...t sp on Kay Stevenson's teen- ...Ch offering "Swing High", ...ch to be launched April 20 ...Tns-Canada from the ...on uditorium is only the be- ...nin Everyone who hears Carl ...vor furrows his brow and says ...e g a find a spot for that ...—a pot of his own." It is our ...ef, d Carl's hope, that some- ...y w —and soon.

Vets Man Station

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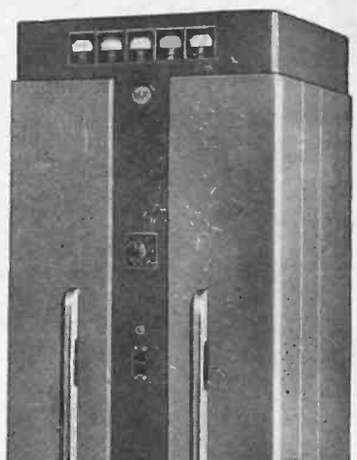

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THE GREATEST NAME IN RADIO

A Profile of Guglielmo Marconi 72 Years after his Birth

BY DAVID ADAMS

It was an obituary that spurred Marconi to achieve the first wireless telegraphic communication. When a young man of twenty, so the story goes, he came across an obituary write-up on Heinrich Hertz while on a mountaineering vacation.

Hertz, who died in 1894, was the German scientist who only seven years earlier had proved the existence of electro-magnetic waves. The article so fired young Marconi's enthusiasm and kindled his imagination, that he could hardly wait to get back to his Italian home and start experimenting. By 1896 he was able to announce to the world that communication without wires had been achieved over a distance of more than a mile.

Guglielmo Marconi was born just 72 years ago, on April 25th, 1874 at Bologna, Italy. His father was Italian, and his mother Irish—a fact which was to have an important bearing on the future of little Guglielmo, and of radio too, because Mama taught her little Bambino to speak English as fluently as he spoke his Papa's Italian.

Marconi's genius lay not so much in invention, as in vision and imagination. He was a practical man who saw the possibilities opened up by theories and discoveries of other scientists like Faraday, James Clerk Maxwell and Hertz, and applied them to his search for a means of communication without wires. Recalling his earliest experiments some time later, he said "It seemed to me that if the radiation (observed by Hertz) could be increased,

Courtesy Star Newspaper Service

developed and controlled, it would be possible to signal across space for considerable distances. My chief trouble was that the idea was so elementary, so simple in logic, that it seemed difficult to believe that no-one else had thought of putting it into practice."

The Italian Government at first took no interest in Marconi's achievement, so he went to England, resolved to use the English his mother had taught him to help expand his great vision.

On June 2nd, 1896, he took out the first patent ever issued in the field of wireless telegraphy. He demonstrated his system to the British Post Office in London from the roof of the Post Office Building. With pioneering spirit rare in government departments, the Post Office placed the weight of its official backing squarely behind Marconi; Sir William Preece, engineer of the British Postal and Telegraph service, co-operated with him in his experiments, and rapid progress was made in improving and extending wireless communication.

In July 1897 Marconi's operations were put on a commercial basis, with the formation of the Wireless Telegraph and Signal Co. Ltd., whose name was altered in 1900 to Marconi's Wireless Telegraph Co. Ltd.

Meanwhile Lloyds of London, astutely foreseeing the importance of wireless communication to shipping, had asked Marconi to carry out experiments between two lighthouses in Northern Ireland. Rain and hills hid the two stations, which were 7½ miles apart, from each other; yet contact was successfully established.

In 1897, wireless was first used for ship-to-shore communication when at the Italian government's request, Marconi set up a station at Spezia, which contacted Italian warships up to a distance of 12 miles. Back in England wireless was first used in 1898 to keep a lightship off the treacherous Goodwin Sands in touch with the Kentish coast. While this same lightship was run down by a steamer in a fog early the following year, the value of wireless in saving life at sea was dramatically proved.

By March of 1899 the first message had been transmitted across the English channel to a point 31 miles away. In the same year Marconi went to the United States, and used his apparatus to report the presidential election in 1900. In 1901 he set up a station on Signal Hill, near St. John's, Newfoundland, where he hoped to receive the first transatlantic wireless message from his station at Poldhu in Cornwall, England. The signal to be transmitted from Poldhu was

(Continued on next page)

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(continued from previous page)

ly dit-dit-dit of the morse
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, wch claimed a monopoly
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fo ed Marconi to continue
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trial ed Shakespeare is now
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to s evening listeners in five
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nak bearean authority Dr. G.
Harton, head of the Queen's
vers y English department, in-
uces each broadcast. The series
rod ed by Kay Stevenson. The
inc des Bud Knapp, Bernard
den Douglas Master, Frank
lie Tommy Tweed, Lister Sin-
, Ke h Springford and Alice

YOUNGEST STATION MANAGER

Photo by Rayeroft, Toronto

Youngest station manager in Canada, or will be, on or about July 1st when CKDO, Oshawa, is opened, is George Elliott, age 22, who takes charge of the operation for Oshawa Broadcasting Company Ltd.

Studios will be located, according to present plans, in the Genosha Hotel, and the transmitter will be delivered by RCA in May.

CKDO will operate on 1240 kcs. at 100 watts, 6.30 a.m. to 11 p.m. daily, and will be a completely local station without network.

George brings to the business the enthusiasm of youth, plus some background in newspaper and industrial movie work. He plans engaging a 100% Oshawa staff, and has appointed James L. Alexander national representatives.

Broadcast Funeral

A complete funeral service was broadcast recently over station CKNB, Campbellton, N.B.

Mrs. Mary Jane Firth died at her home in Dawsonville, twenty miles from Campbellton, at the age of ninety-one. The funeral service was to be conducted by Rev. C. M. Hatheway, rector of Christ Church, Campbellton. But on the appointed day a blizzard blocked the roads, and it was apparent that he would not be able to get through to Dawsonville in time.

Rather than inconvenience a number of relatives and friends, some of whom had come many miles, by postponing the funeral, the rector approached Stan Chapman, manager of station CKNB, and arrangements were made to broadcast the funeral service from the studios. The people at the Firth home were told by phone; they gathered as planned, and heard the entire service over the radio at the house.

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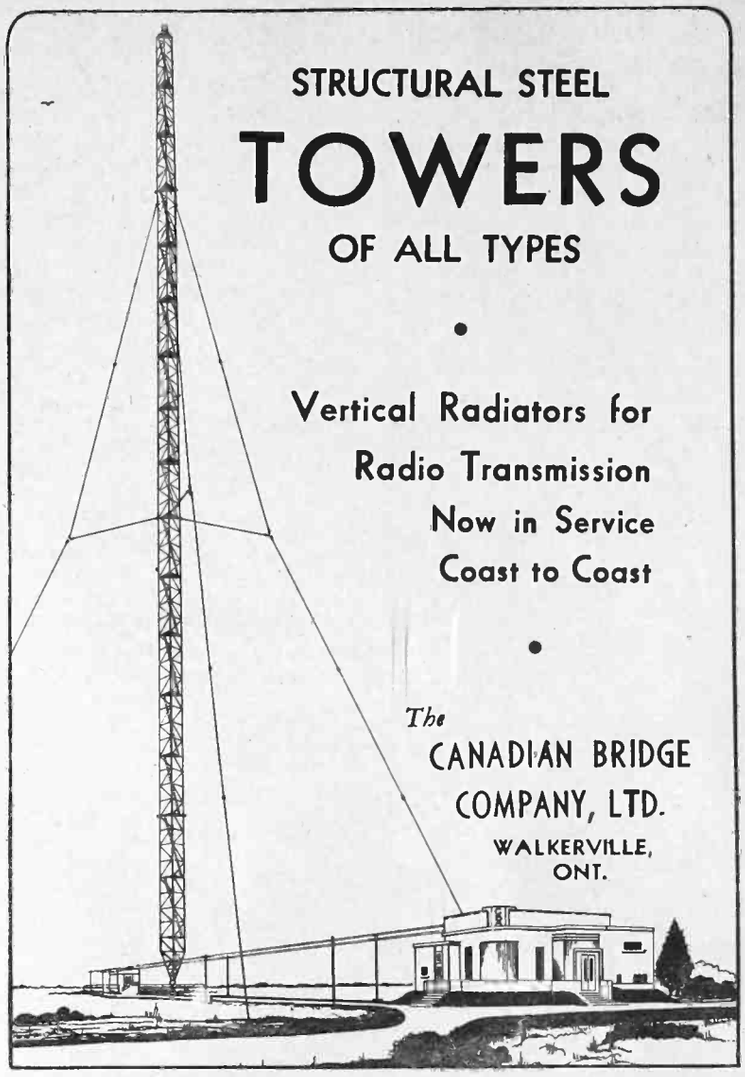

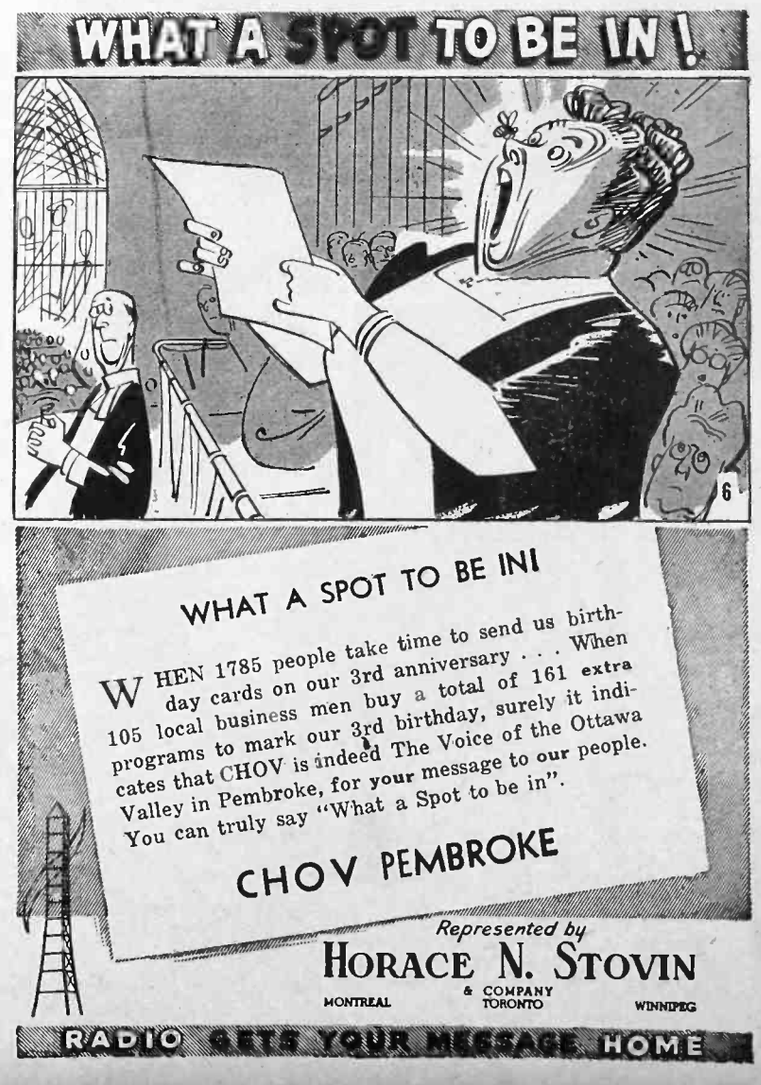
WHAT A SPOT TO BE IN!
WHAT A SPOT TO BE IN!
WHEN 1785 people take time to send us birthday cards on our 3rd anniversary . . . When 105 local business men buy a total of 161 extra programs to mark our 3rd birthday, surely it indicates that CHOV is indeed The Voice of the Ottawa Valley in Pembroke, for your message to our people. You can truly say "What a Spot to be in".
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RADIO GETS YOUR MESSAGE HOME

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PEACE LIFTS PRINCE RUPERT FOG

Coincident with lifting of secrecy surrounding a wartime research station at Prince Rupert, B.C., comes news that the domestic program service offered by station CFPR, Prince Rupert, has been expanded. Manager Clarence Insulander announces that his station is now on the air from 7.30 a.m. to midnight weekdays, and from 8.30 a.m. to midnight Sundays. Previously CFPR went off the air from 2 to 4 p.m., signing off at 11 p.m. weekdays, while Sunday service was from 10 a.m. to 10.30 p.m.

Full Trans-Canada network service is also provided by the change, but programs of local origin and special events broadcasts will continue to be important features in the schedule, with local programs and spots being offered to advertisers.

CFPR is locally owned in Prince Rupert, but is leased and operated by the CBC.

The research station at Prince Rupert, news of which has now been made public, was a wartime project, set up by the Army for the study of atmospheric effects on radio communications. So well has it proved its value, that the station is to be maintained as a permanent installation. It is one of a number of such stations established to measure accurately the height above the earth of ionized layers in the atmosphere which reflect radio waves and make long distance communication possible. During the war such findings were important with radar development. Due to its northerly location, the Prince Rupert station is important for research on the effects of the Aurora Borealis on radio transmission. Measurements made there and at other observation points enable scientists to determine which frequencies will afford the most efficient radio communication at any season and at any time of the day or night.

Marconi Operates FM

VE9CM, experimental FM station of the Canadian Marconi Company in Montreal, has completed 7 months on the air. The station, one of the pioneer FM broadcasters in Canada, carries the programs of AM station CFCF, except those programs affected by the AF of M ban on simultaneous AM and FM transmissions of live music. The transmitter, a 25-watt unit, is located at the Marconi factory in the Town of Mount Royal. Montreal itself is not served by the transmitter, since Mount Royal stands between the factory and downtown section.

Prelude To 5 Kws

Warming for its forthcoming boost to 5,000 watts, CKSO Sudbury has been revamping its program setup and carrying several new features. The Sudbury music festival was fully covered; and the hockey games from Stanley Stadium were described by Dave Lilwall.

CKNX—At Your Service

"CKNX, Wingham—at your service" is more than a station call. It is the keynote of the operation of the Ontario Farm Station.

Time-buyers schedule Wingham because they know that it is the most effective means of reaching Ontario's most prosperous agricultural area and of earning their share of the $50,000,000 market of the five counties the station serves.

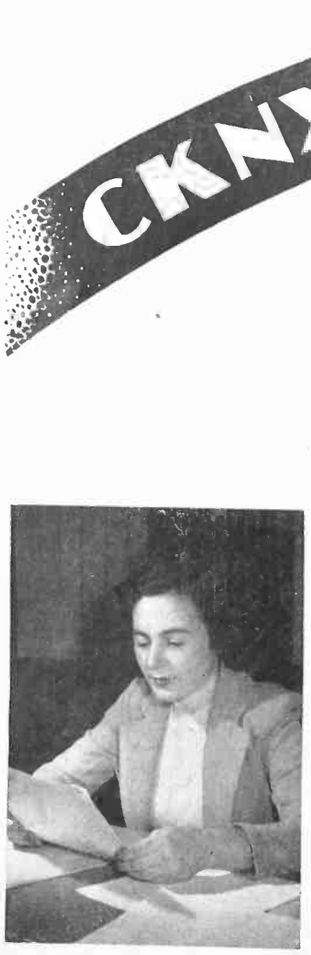

Photo Courtesy "New World"

Margaret Brophy's "At Home With The Ladies", has been on CKNX five years. Margaret handles fashions, cooking and homemaking. Other public services originated from the Ontario Farm Station include "Community Newscast", "The Farmer Speaks", "Your Church and Mine", "Kiddies Studio Party".

Ask

JAMES L. ALEXANDER

TORONTO MONTREAL

about

CKNX

The Ontario Farm Station

Shades of MOUNT ROYAL

By WALTER DALES

Guy Herbert, ACRF, Toron at Montreal's Ritz Carlton ar with H. R. Carson, TP&C, a whose name carries most w on a cheque . . . and proving C son should sign 'em since G monicker weighs only .0008 Statiscally-minded Carson dem ing facts and figures to prov . . . and getting them from RC technical department.

W. L. Taylor, formerly buyer for Cockfield, Brown & resigned recently, and has b replaced by W. D. Hannah, merly with RCA, recording sion.

Lt. H. Bowley, formerly CJ Edmonton, back from two- conducted tour of Engl France, Belgium, Holland settled in Montreal doing Representation for Wm. Wr and writing radio scripts Walter Dales.

Harry Junkin, relaxing a at termination of Stardust nade which he wrote and prodn

Hal Stubbs, CJAD, checking double-checking CBC regulat . . . and doing neat job of pliance without upsetting block-programming scheme much.

Phil Lalonde, CKAC, back Toronto and the CAB direc meeting, forecasting an excep ally interesting Convention Quebec this Summer.

Doug Smith, getting kudos e way he turns for his pick-the- ad-libs in the Stanley Cup ho finals.

Mrs. C. Clark back at her buying desk at Stevenson & S

R. R. Powell well warmed his new time-buying job with Kim Advertising Ltd.

Ontario Street hotel propr when shown copy of Lewis about not getting room with in Montreal, retorts: "Wha hell! When I go to Toronto don't give me no Beaver!"

Mrs. Smith, Smith's Roo House, had a less vindictive "We didn't mind putting up Lewis for a night . . . but Beavers made such a mess!"

Middle Aisle

Doug Elmore, station time r sentative for All-Canada Facilities, left his bachelor days ways behind on Thursday Apri when Verne Collins became Doug. Verne comes from couver, where Doug used to be CKWX.

CKNW GIVES THE MOST ON THE COAST

CKNW

NEW WESTMINSTER, B.C.

www.americanradiohistory.com

SCANNING THE SURVEYS

ue t Ellliott--Haynes' having introduced their new 15-city in their National Rating Re- thi column's regular feature w t y Stand" has had to be ted rom this issue. We are ed, owever, that information be ailable for its resumption ur xt issue.

he ect of the addition of the cits on the ratings is shown comarison of the February gs n the old basis and the A examination of the day- figes shows that the addition nal cities to the original "Big " shws, in our lay mind, quite y ireases which should make on erators in smaller centres easubly happy, for here is ence f the loyalty of the home- lisners.

kin the "top ten" English me shows for February, we the ollowing increases in rat- in e 15-city survey over the i-- plan.

	15-City Rating	Inc. Over Old Style
GR... ist	21.9	+6.0
... g	21.9	+5.3
e's ife	20.0	+1.2
Li...	18.0	+5.9
r ag	17.5	+6.3
erl	16.9	+4.1
of ife	16.5	+4.2
Wi ce	14.9	+ .5
n o merica	14.9	+4.9
to ppiness	10.6	+3.4

* * *

th case of English evening ram the variation is not so ir g Although the new plan s a gher audience by one and in there are two exceptions, ly Share the Wealth" (Col- Sa days 8 pm T-Can) which s a gher rating with the ad- n the extra cities of 7.5. edi ly following, at 8.30 on am network, "Cashmere Bou- Hse Party" shows an even er ncrease — 8.3". N H L ey, n the other hand, which ws House Party", also on T- s dro s .8% when the smaller centres are added.

* * *

New centres added to the English Reports are Halifax, Sydney, Moncton, Ottawa, Kingston, Hamilton, London, Regina, Saskataoon, Calgary and Victoria. The original "Big Four" were, of course, Montreal, Toronto, Winnipeg, Vancouver.

* * *

Expansion of the French reports has not yet been effected, so similar comparisons in the Quebec market cannot be made. In subsequent months, according to Elliott-Haynes, the reports will include Sherbrooke and Three Rivers as well as Montreal (French) and Quebec (French).

BMB Does 5-Point Duty

The audience measurements of the American Broadcast Measurement Bureau provide a uniform yardstick for comparison between radio stations, just as ABC circulation figures provide the fundamental measurements of newspaper and magazine effectiveness. This was brouught out by BMB president Hugh Feltis, in an address before the American Association of Advertising Agencies in New York City last week.

He outlined five ways in which advertising agencies could use the Bureau.

1. It could help them to evaluate stations and networks for the placing of advertising.

2. It could help them to buy the radio coverage needed to match the distribution of the product they wished to advertise, in rural or urban areas.

3. It could help them to buy radio in conjunction with other advertising media - to fill in the gaps in the coverage afforded by the other media.

4. It could help them to aim audience promotion where it would do the most good.

5. Finally, Feltis said that BMB could help them to foster dealer and distributor advertising, by telling them how many families in their areas listen to the station or network carrying the program.

CHNO Awaits Materials

Sudbury (Ont.) will have a second radio station by late fall or early winter, according to a report in the SUDBURY STAR. Call letters are expected to be CHNO. The station, licensed by the Sudbury Broadcasting Company Ltd., will operate on 1440 kilocycles, with a power of 1,000 watts. Shortage of materials is preventing a start from being made on the construction work. No announcement regarding personnel of the station, or location of studios is expected until arrangements are completed.

MIKE IN YOUR EYE

Phil Lalonde, CKAC manager, seems to think television has arrived, or else Stuart Richardson's camera played a queer trick, as the Northern Electric representative snapped Phil at the CHEF mike during the opening ceremonies of the Granby station.

Resume TV Service

At 3 pm on June 7, the first BBC television program to be transmitted since war interrupted the service in September 1939, will go out from the Alexandra Palace station in London.

There will be 2½ hours of programs daily, from 3 to 4 pm and from 8.30 to 10 pm. On weekdays demonstration films will be televised between 11 am and noon for the use of dealers and manufacturers.

First major event to be televised will be London's Victory Parade and celebrations on June 8. Programs will be transmitted on the pre-war frequencies of 41.5 megacycles for sound, and 45 megacycles for vision, using the same 405-line definition standard, making them available to all present owners of TV receivers—reported to total in the neighborhood of 100,000.

CFGP
Now 1000 WATTS
GRANDE PRAIRIE ALBERTA

In 175,000 square miles of the agricultural, mining and lumbering territories of the Alberta and British Columbia Peace River area

CFGP is the One and Only Radio Station.

See
All-Canada in Canada
Weed & Co. in U.S.A.

VOICE OF THE MIGHTY PEACE

CKCH
250 W. 1240 K.C.

THE FRENCH VOICE OF THE OTTAWA VALLEY

211,246 FRENCH PEOPLE IN CKCH COVERAGE AREA

Stretch YOUR PUBLICITY BUDGET WHERE A DOLLAR REACHES MORE PEOPLE

TORONTO 4 ALBERT ST.
MONTREAL DOMINION Sq. Bldg.
RADIO REPRESENTATIVE LTD.
UNITED STATES. HOWARD N. WILSON

COOPERATING WITH "LE DROIT"

WANTED

APBLE ANNOUNCER
ECALIZING IN NEWS
FOR
ROMINENT STATION
SOUTHERN ONTARIO

Gol Original Position
Exellent Opportunities
dails requested in first letter

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NADIAN BROADCASTER
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Typical "Hall of Fun" Audience

Share of Audience

(Elliott-Haynes Surveys)

TORONTO

MARCH	CHUM	Station A 5,000 Watts	Station B 10,000 Watts	Station C 50,000 Watts	Station D 5,000 Watts	Station E U.S.A.
9.00 A.M. to 12.00 Noon	20.5	20.8	18.9	18.0	11.7	6.3
12.00 Noon to 5.00 P.M.	18.8	19.0	21.7	23.9	6.1	7.5

OSHAWA

	CHUM	Station A 5,000 Watts	Station B 10,000 Watts	Station C 50,000 Watts	Station D 5,000 Watts	Station E U.S.A.
9.00 A.M. to 5.00 P.M.	31.5	26.3	16.7	17.1	3.1	9.8

Typical "Jazz Matinee" Audience

An Advertisement of CHUM, Toronto

CONFESSIONAL

"The press is sometim criticized for inaccuracy, in this respect it is m ahead of the radio."

—:*Webbwood (Ont.)*

* * *

PAN MAIL

Sir: Your paper is magn cent, it is glorious, in fac might even say it is sup fluous. If, as so many of friends tell me, you expect get your reward posthu ously, I can only say I h it happens soon.

—:*Well-W*

* * *

AWARD FOR AWARDERS

And now we are plann making an annual awa each year for the best ch of annual awards.

* * *

RE-PRINT

Margarette Duncan is co ing the minutes until boat leaves to take her England, where her fina Major Fred Bradshaw, waiting for her.

—:*Pacific P*

Margy, you brazen gold-digger

* * *

CRISIS

Floods of congratula mail was the British pu reaction to dignified Chief Announcer Stuart berd's recent utterance "What the Hell?" into a mike. BBC felt conc however, and issued the lowing statement: "In ing his announcement of introduction to a talk fo ing the news, Mr. Stuart berd saw the signal ligh the studio flicker, indic that the studio was goin the air, and, as a resu that, he made his inv tary exclamation, whic must regret."

Oh you Hibberd!

* * *

ROAD TO FORTUNE

"It is a fairly notorious that the highest excellen literary or artistic ach ment is not always a panied by financial re sufficient to put the ach beyond the reach of w

—:*Saturday*

It's better if you can get som to read the damn stuff after y written it.

* * *

MOOD MUSIC

"And now we dedicate t and Mrs. John Smith, o occasion of their first ding anniversary, the rendition of that pop number "It's Too Late N

—:*CKNX Barn*

* * *

VERY VITAL

Statistics show that 2 the 1650 readers of paper will eventually d cancer unless somethi done about it.

www.americanradiohistory.com

Let's Talk About

LEEDS & GRENVILLE

Leeds and Grenville are not a radio team. They happen to be two of Ontario's most prosperous counties, and the county town of each happens to be the City of Brockville, home of CFJM.

Our signal may penetrate the upper reaches of the Miramichi River; it may pump strongly into the Rocky Mountain Foothills. Frankly we don't care.

One day soon we shall be able to give you an accurate BBM Report, but right now we know that we can offer you good coverage of the two home counties of Leeds and Grenville, and we wanted to tell you about our home counties before talking about the adjoining ones.

The basic facts are short, sweet and interesting.

LEEDS AND GRENVILLE

POPULATION	**68,241**
HOMES	**13,710**
RADIO HOMES	**10,440**
INDUSTRIAL PRODUCTION	**$32,181,994**
AGRICULTURAL —:do:—	**$ 5,236,000**

60 per cent of homes are owner-occupied.

The 2 counties are 60 per cent urban and 40 per cent rural.

All figures based on 1941 census except Radio Homes which are 1946 CBC figures.

C F J M

B R O C K V I L L E

For Availabilities

JAMES L. ALEXANDER

TORONTO MONTREAL

In The United States

ADAM J. YOUNG JR. INC.

NEW YORK - CHICAGO - LOS ANGELES - SAN FRANCISCO

www.americanradiohistory.com

OVER 40% OF CANADA'S RICHEST MARKET...

yours for the selling!

IN THE second largest province of the Dominion lies more than two-fifths of the nation's total wealth. What a gold mine! And it can be reached most effectively through CFRB . . . the station which delivers the highest percentage of listeners throughout the week.

in

Toronto

CFRB's AVERAGE DAILY SHARE OF AUDIENCE 6 TO 10 P.M. IS 32.5%

	CFRB 10,000 watts	STATION X 50,000 watts	STATION Y 5,000 watts	STATION Z 1,000 watts
SUNDAY	26.1%	18.4%	4.1%	12.2%
MONDAY	45.3	9.7	4.0	24.7
TUESDAY	30.3	20.8	6.2	24.6
WEDNESDAY	35.4	12.3	3.2	22.5
THURSDAY	27.0	13.3	3.9	25.6
FRIDAY	28.4	16.6	4.5	23.7
SATURDAY	34.7	19.9	5.0	19.8
AVERAGE	32.5	15.8	4.4	21.9

and

Ontario, too!

CFRB's AVERAGE DAILY SHARE OF AUDIENCE 6 TO 10 P.M. IS 16.7%

	CFRB 10,000 watts	STATION X 50,000 watts	STATION Y 5,000 watts	STATION Z 1,000 watts
SUNDAY	12.1%	13.5%	0.6%	2.1%
MONDAY	25.2	10.5	0.3	3.0
TUESDAY	16.3	18.3	0.5	4.4
WEDNESDAY	15.1	15.5	0.3	2.9
THURSDAY	14.3	13.1	0.3	4.1
FRIDAY	17.2	12.7	0.5	3.5
SATURDAY	16.9	16.1	0.6	2.7
AVERAGE	16.7	14.2	0.5	3.2

THESE FIGURES recently supplied by independent research organizations, represent a comparative study of Toronto radio stations. They speak for themselves . . . but tell only part of the story. The whole story is that CFRB offers better coverage and higher listenership than any other Toronto Station.

860 kc. TORONTO

CFRB

Representatives

UNITED STATES
Adam J. Young Jr., Incorporated

CANADA
All-Canada Radio Facilities Ltd.

First for INFORMATION! First for ENTERTAINMENT! First for INSPIRATION!

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